Saskatchewan

**Saskatchewan
Executive
Council**

Communications
Counselling
Unit

Rm 3 Legislative Building
Regina, Canada
S4S 0B3

Government of Saskatchewan

Public Opinion Polling

from January, 2007 to March, 2007

Government of Saskatchewan

Public Opinion Polling

from, January, 2007 to March, 2007

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Executive Council

Date:	**January, 2007**
Supplier:	Points West Consulting Inc. Regina
Cost:	$29,204.31

Saskatchewan Omnibus Survey
January 2007

Prepared by
Points West Consulting Inc.

Omnibus Survey Project

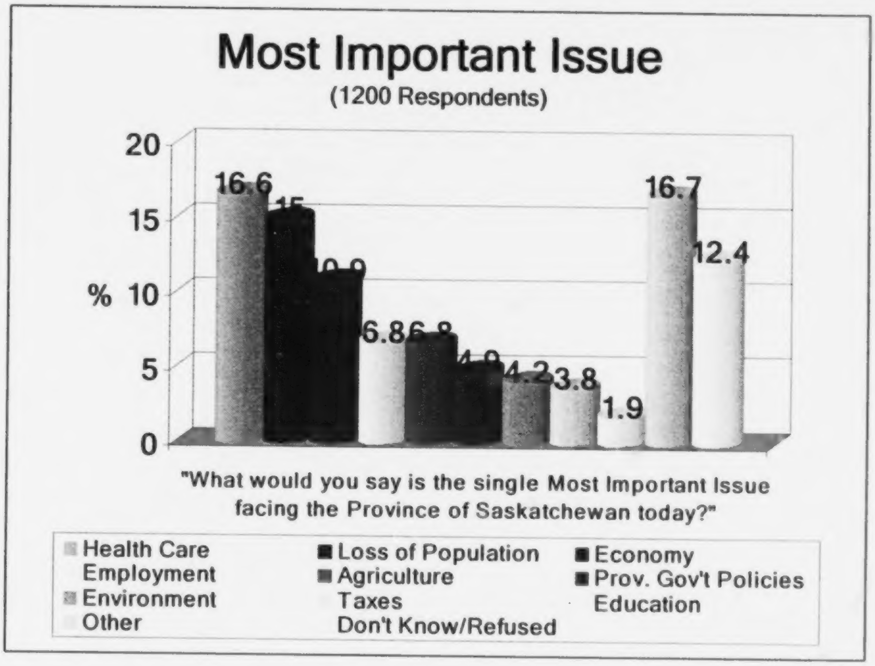
- Survey conducted January 18 - January 27, 2007
- 1200 survey respondents province-wide
- Data weighted by gender; quotas set for Regions and Aboriginal respondents
- Margin of Error +/-2.8% to a 95% Confidence Level

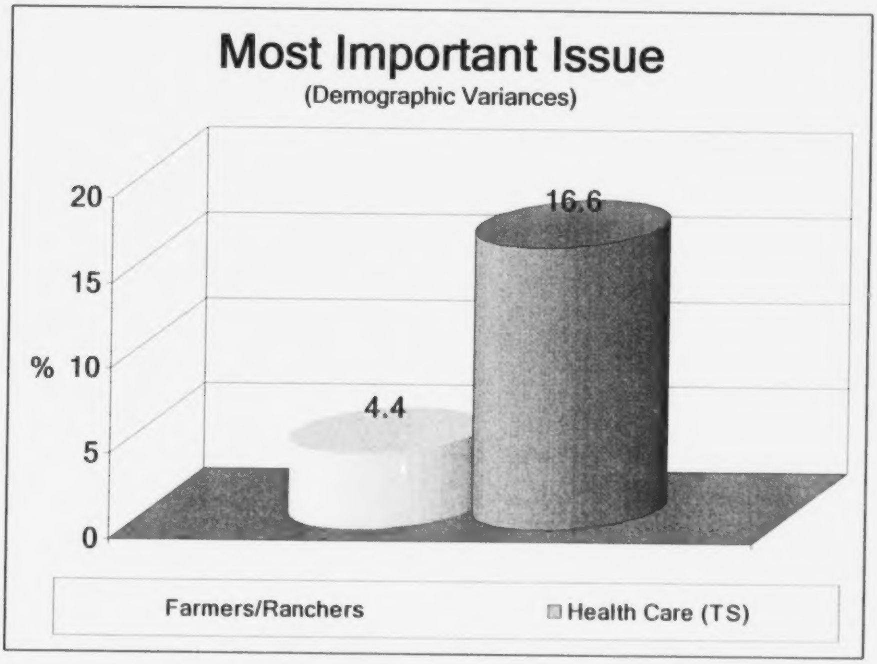
Saskatchewan Finance

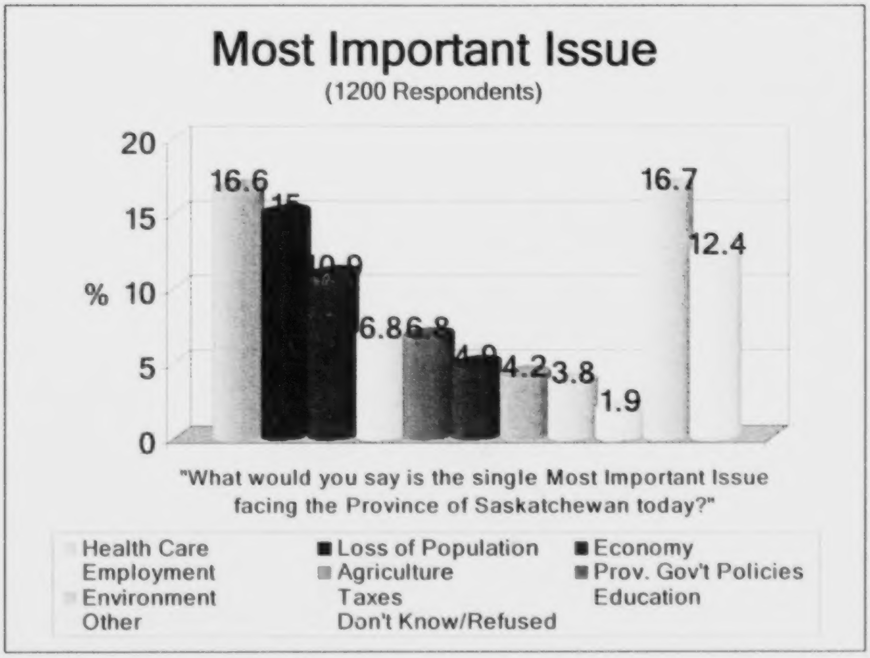
Highlights

- When asked to name the single most important Issue facing the Province of Saskatchewan today, respondents listed the following Top 5:

Health Care	16.6%
Loss of Population	15.0%
Economy	10.9%
Employment	6.8%
Agriculture	6.8%

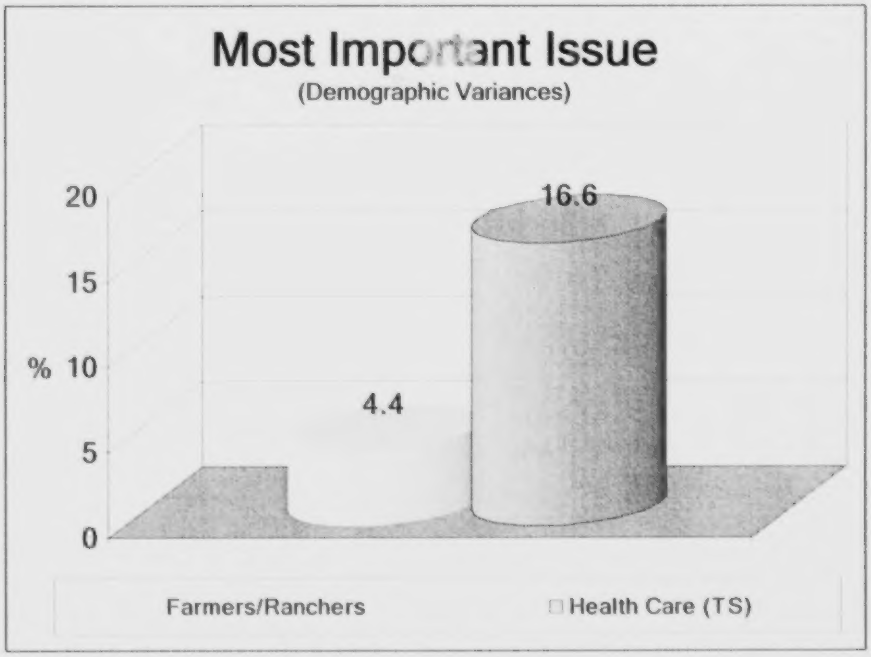

Most Important Issue
(1200 Respondents)
20
15
% 10
5
0
16.6
15
10.9
6.8
6.8
4.9
4.2
3.8
1.9
16.7
12.4
"What would you say is the single Most Important Issue facing the Province of Saskatchewan today?"
Health Care
Employment
Environment
Other
Loss of Population
Agriculture
Taxes
Don't Know/Refused
Economy
Prov. Gov't Policies
Education


Most Important Issue
(Demographic Variances)
20
15
% 10
5
0
4.4
16.6
Farmers/Ranchers
Health Care (TS)

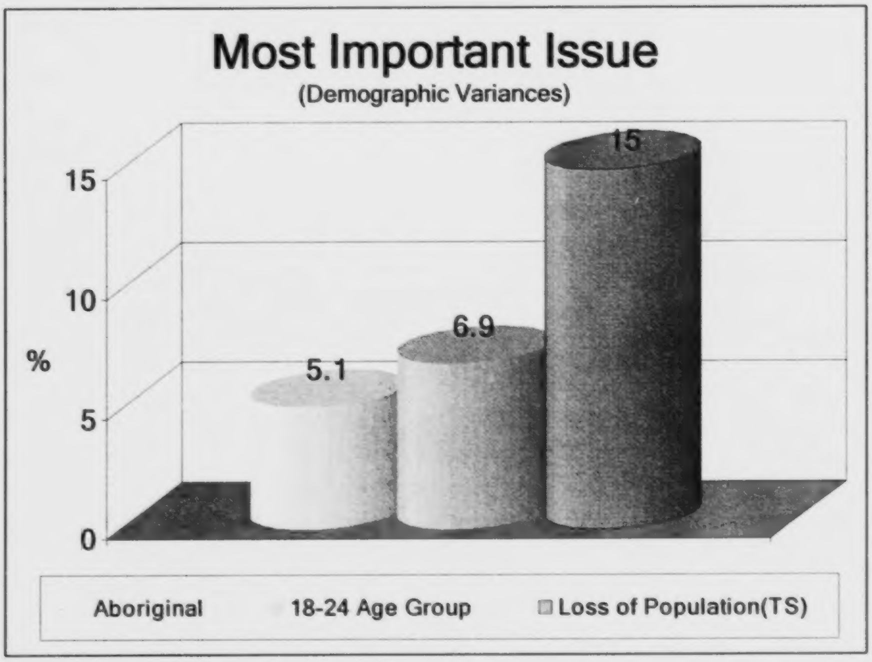

Most Important Issue

(1200 Respondents)

"What would you say is the single Most Important Issue facing the Province of Saskatchewan today?"

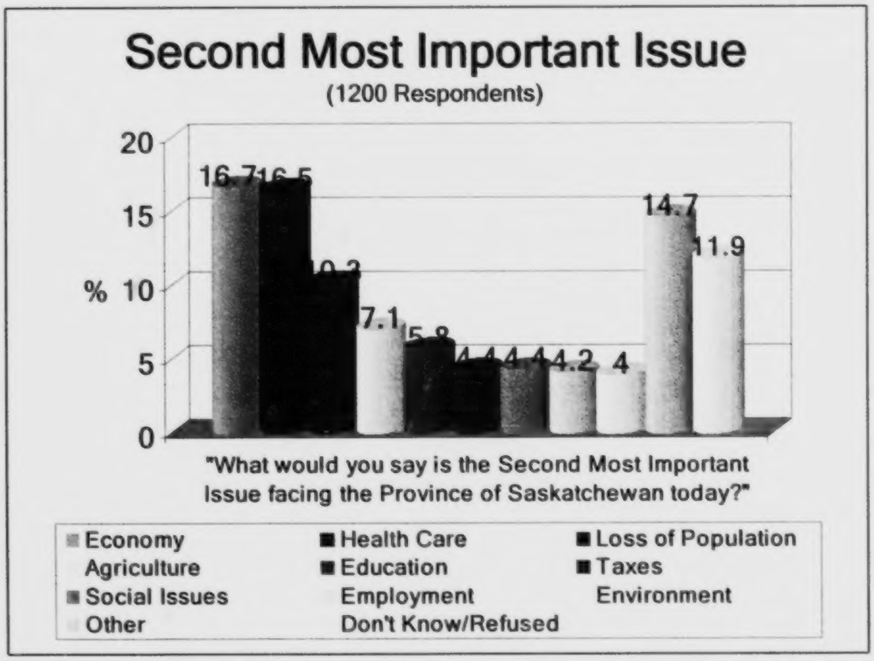

Most Important Issue

(Demographic Variances)



Most Important Issue

(Demographic Variances)



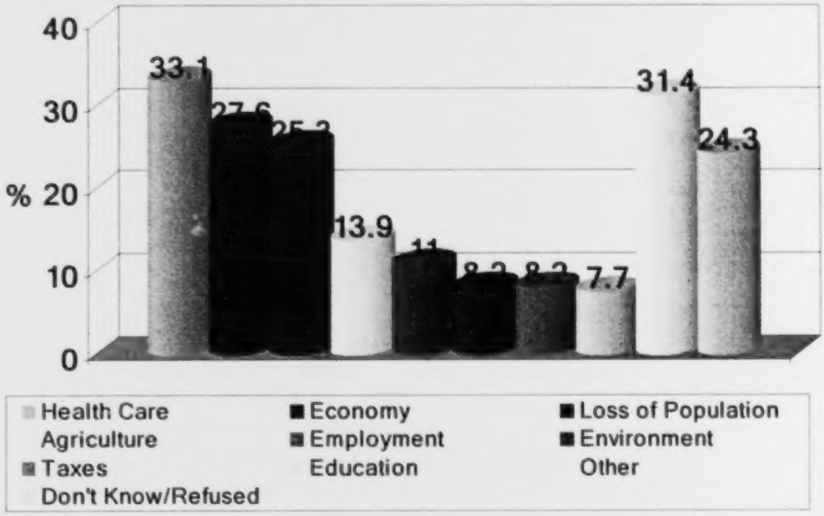
Second Most Important Issue

(1200 Respondents)

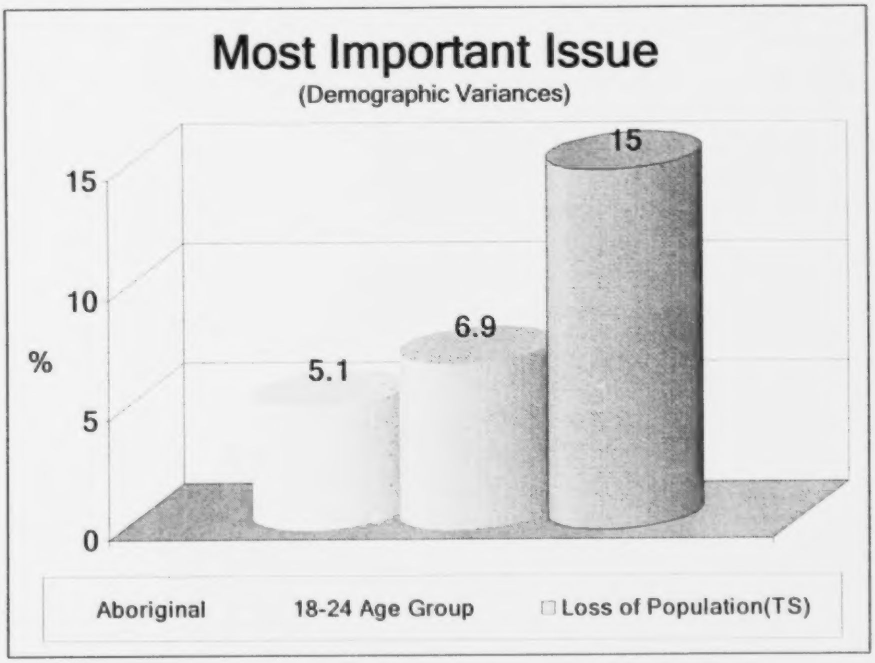
"What would you say is the Second Most Important Issue facing the Province of Saskatchewan today?"

Most Important Issues

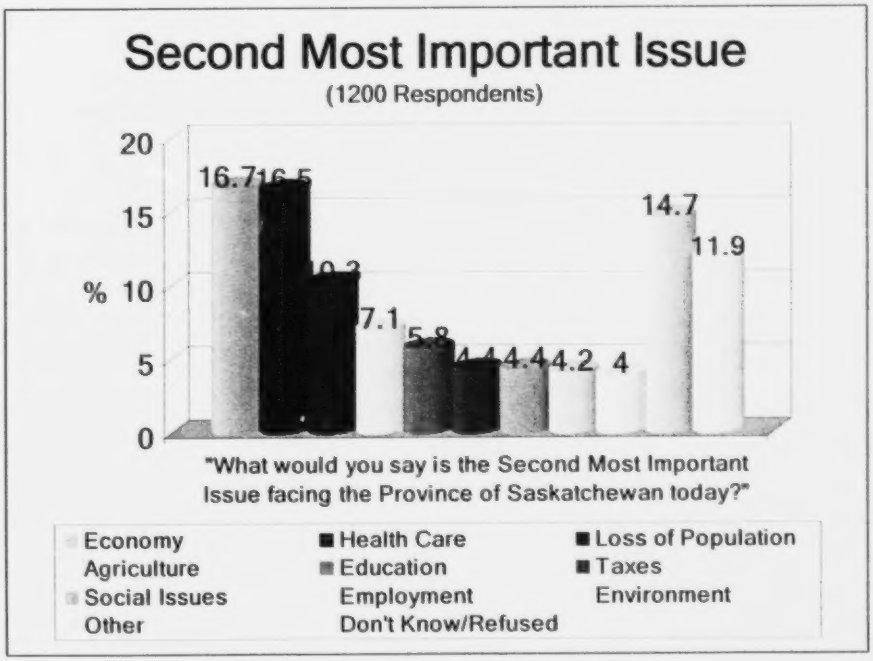
(Top Two Issues Combined - Totals > 100% Due to Multiple Responses)



Saskatchewan Learning



Most Important Issue
(Demographic Variances)

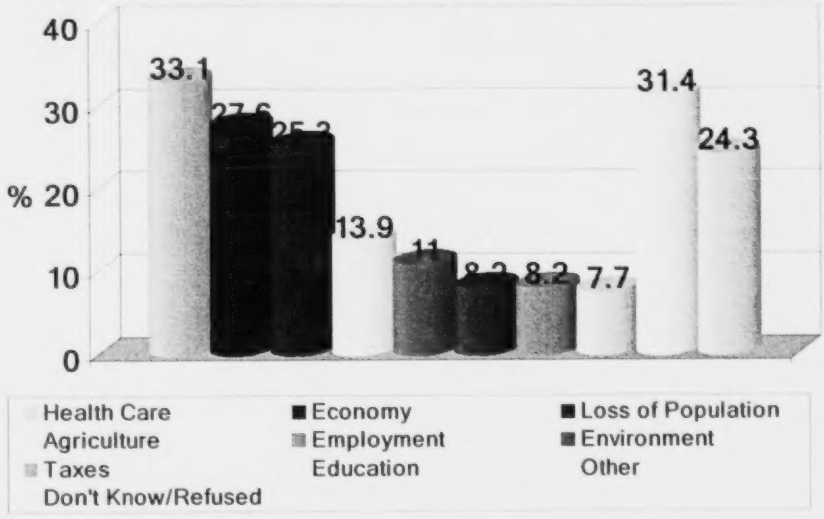


Second Most Important Issue
(1200 Respondents)

"What would you say is the Second Most Important Issue facing the Province of Saskatchewan today?"

Most Important Issues

(Top Two Issues Combined - Totals > 100% Due to Multiple Responses)



Saskatchewan Learning

Highlights

- 18.3% of respondents say Saskatchewan's Kindergarten to Grade 12 Education System is Better than that offered in the rest of Canada
- 9.2% of respondents say the quality of Saskatchewan's Kindergarten to Grade 12 Education System is Excellent

Highlights

- 12.7% of respondents say the education offered students today is Much Better than that offered when they were attending school
- 20.9% of respondents rate the quality of services in Saskatchewan's Public Library System as Excellent

Highlights

- 44.3% of respondents say they have borrowed library materials from their local library; 13.6% have borrowed from a library outside their community
- 13.4% of respondents think Saskatchewan high school students are Very Well Prepared for entering post-secondary institutions

Highlights

- 9.9% of respondents think Saskatchewan high school students are Very Well Prepared for entering the workforce
- 14.3% of respondents rate their Level of Awareness of what students learn in school as Excellent

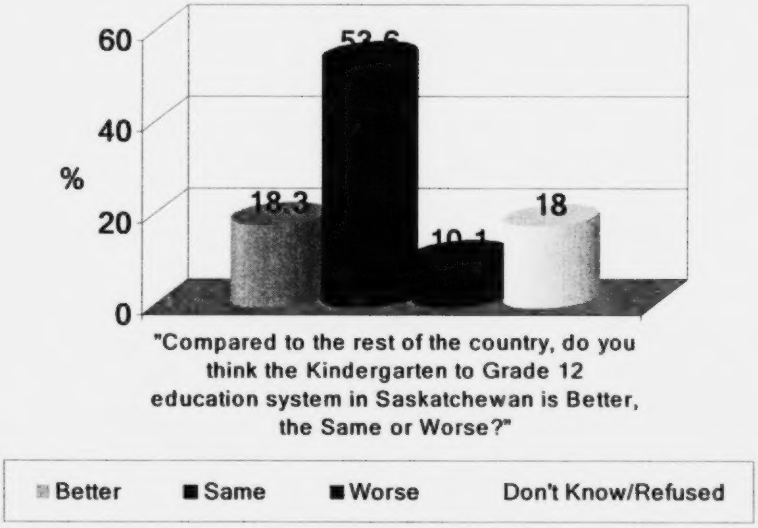
Highlights

- 9.5% of respondents say Saskatchewan's Education System is Excellent at meeting information needs about its programs and services

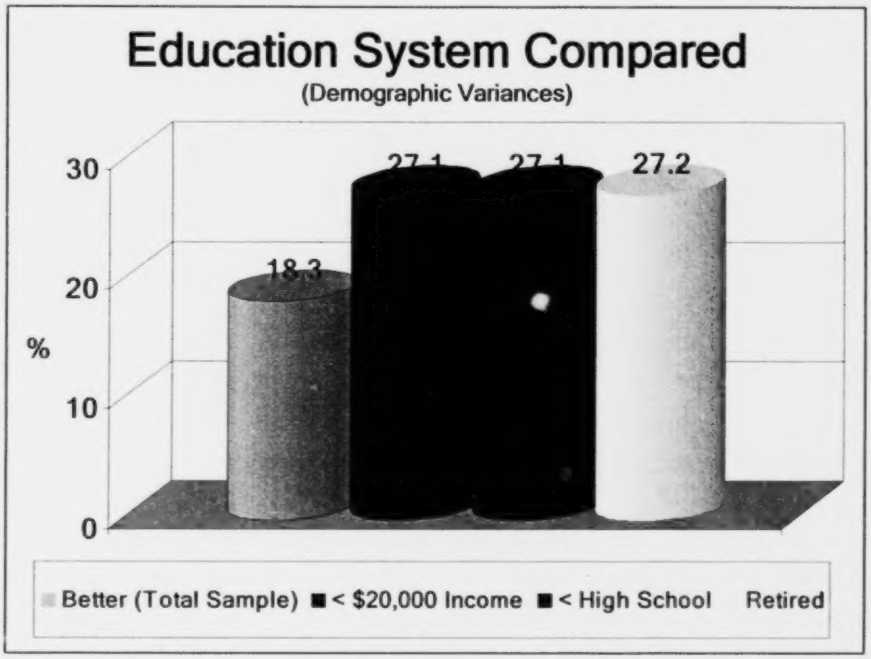
- 17% of respondents say Saskatchewan's Education System is Excellent at using technology and the Internet to enhance learning opportunities

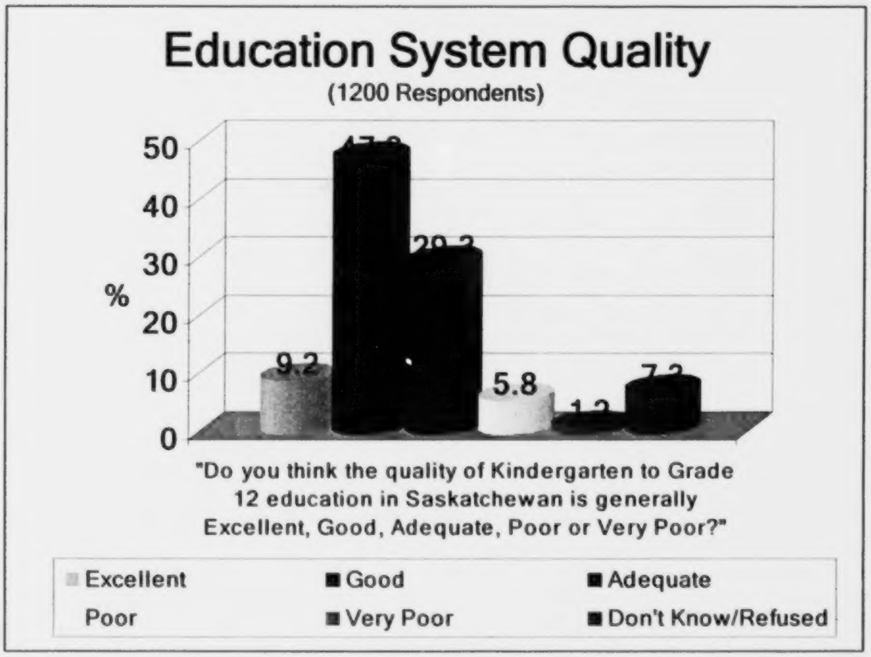
Education System Compared

(1200 Respondents)



"Compared to the rest of the country, do you think the Kindergarten to Grade 12 education system in Saskatchewan is Better, the Same or Worse?"


Education System Compared
(Demographic Variances)
30
20
10
0
%
18.3
27.1
27.1
27.2
Better (Total Sample)
< $20,000 Income
< High School
Retired


Education System Quality
(1200 Respondents)
50
40
30
20
10
0
%
9.2
47.3
29.3
5.8
1.2
7.2
"Do you think the quality of Kindergarten to Grade 12 education in Saskatchewan is generally Excellent, Good, Adequate, Poor or Very Poor?"
Excellent
Good
Adequate
Poor
Very Poor
Don't Know/Refused

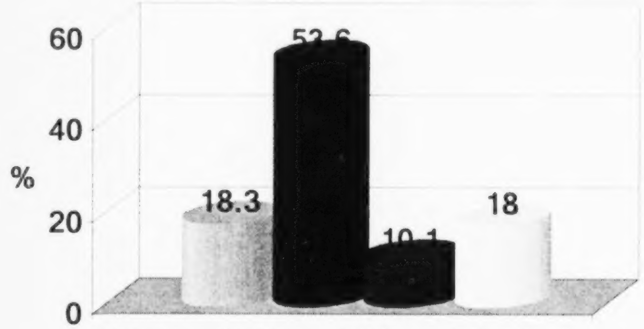
Highlights

- 9.5% of respondents say Saskatchewan's Education System is Excellent at meeting information needs about its programs and services

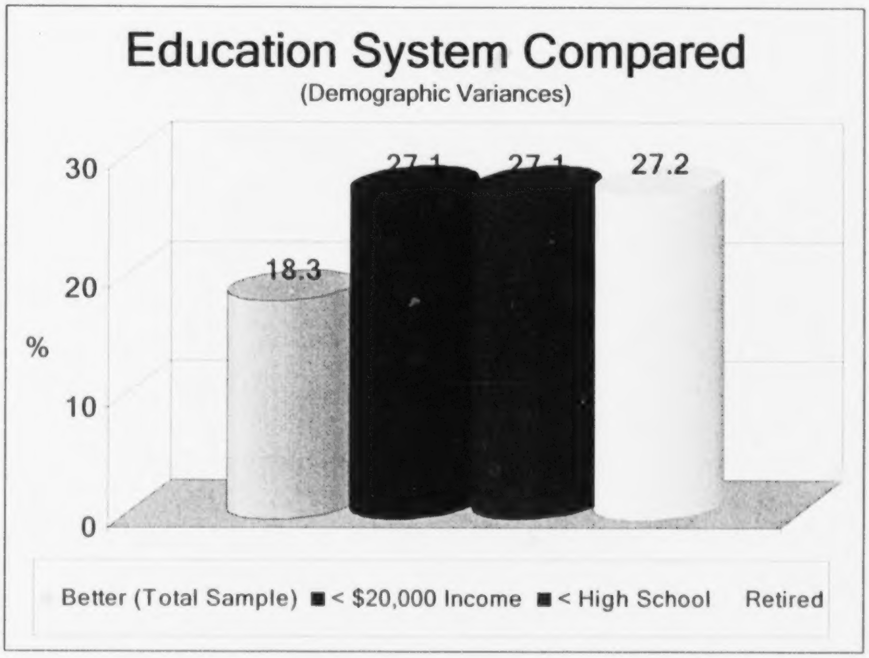
- 17% of respondents say Saskatchewan's Education System is Excellent at using technology and the Internet to enhance learning opportunities

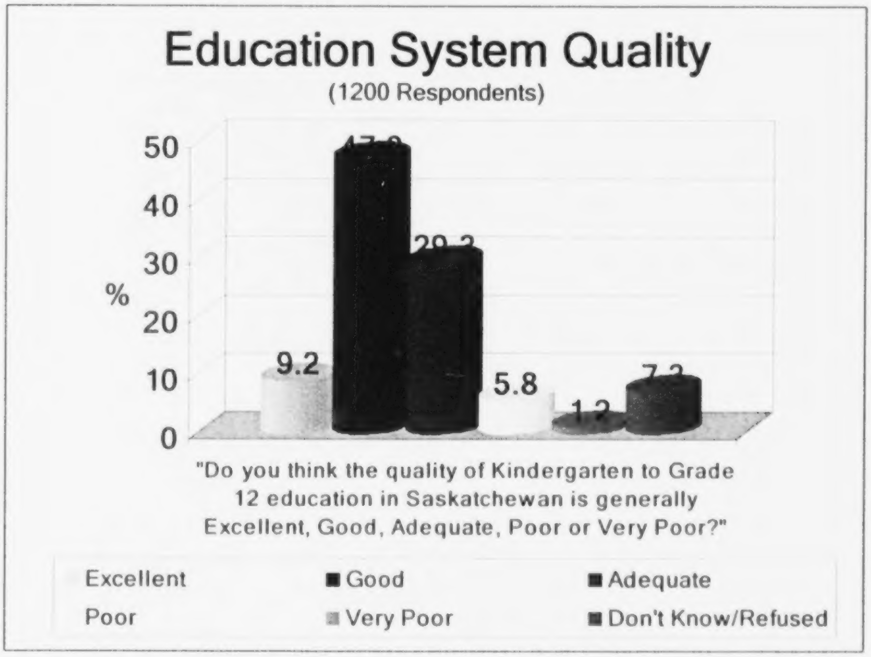
Education System Compared

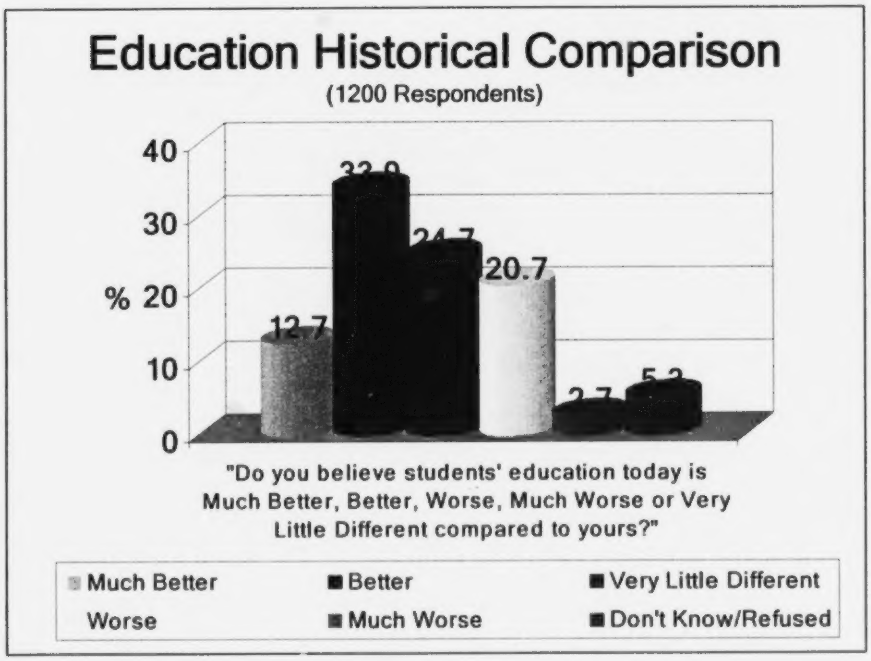
(1200 Respondents)



"Compared to the rest of the country, do you think the Kindergarten to Grade 12 education system in Saskatchewan is Better, the Same or Worse?"

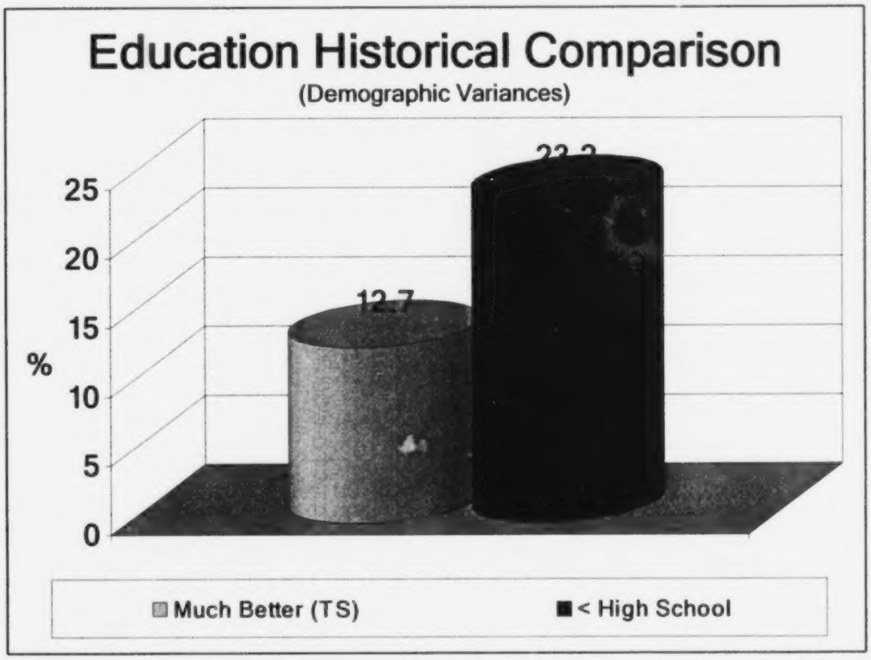

Education System Compared
(Demographic Variances)
30
20
10
0
%
18.3
27.1
27.1
27.2
Better (Total Sample)
< $20,000 Income
< High School
Retired


Education System Quality
(1200 Respondents)
50
40
30
20
10
0
%
9.2
47.3
29.3
5.8
1.2
7.2
"Do you think the quality of Kindergarten to Grade 12 education in Saskatchewan is generally Excellent, Good, Adequate, Poor or Very Poor?"
Excellent
Good
Adequate
Poor
Very Poor
Don't Know/Refused

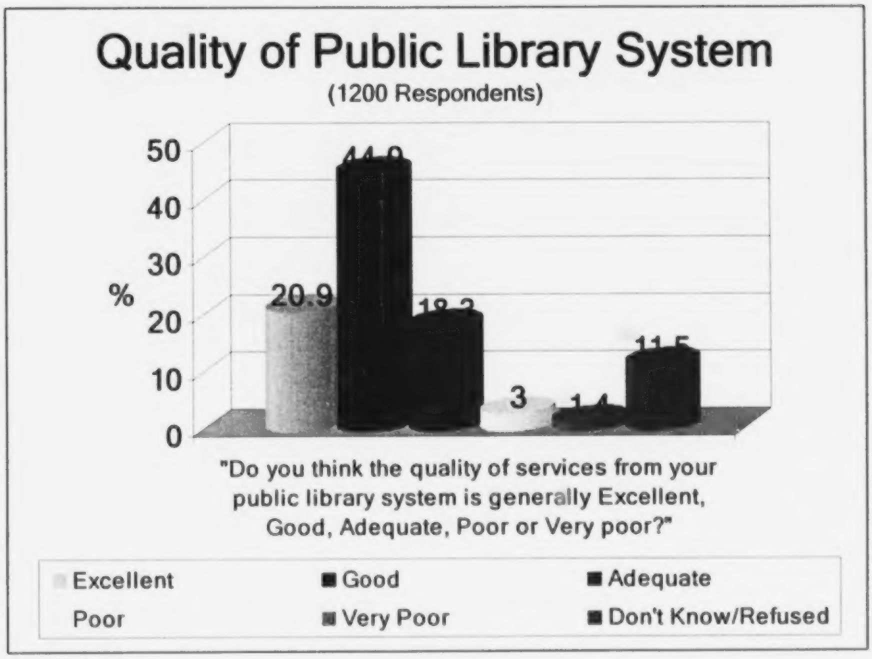

Education Historical Comparison

(1200 Respondents)

"Do you believe students' education today is Much Better, Better, Worse, Much Worse or Very Little Different compared to yours?"


Education Historical Comparison

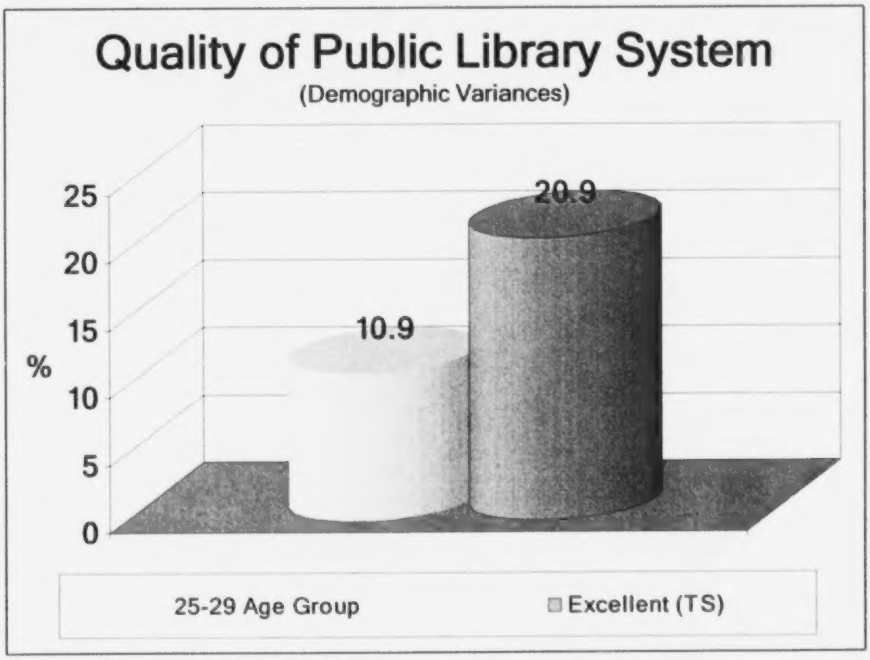
(Demographic Variances)



Quality of Public Library System

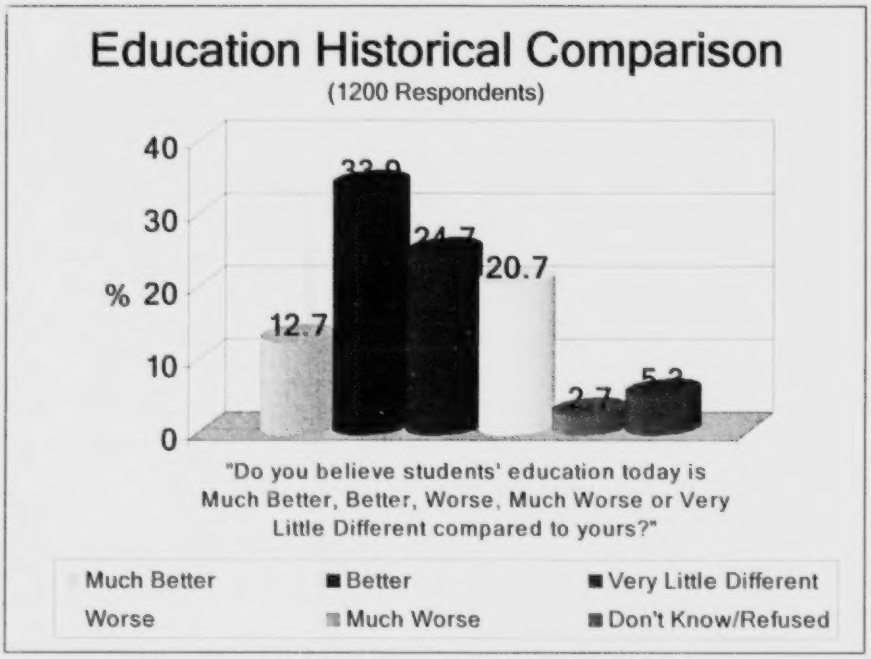
(1200 Respondents)

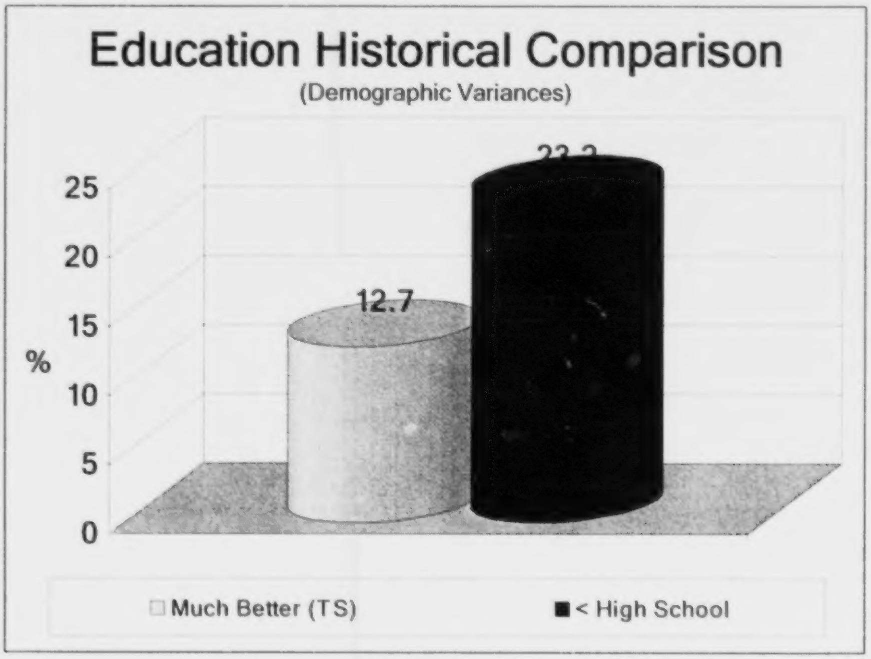
"Do you think the quality of services from your public library system is generally Excellent, Good, Adequate, Poor or Very poor?"

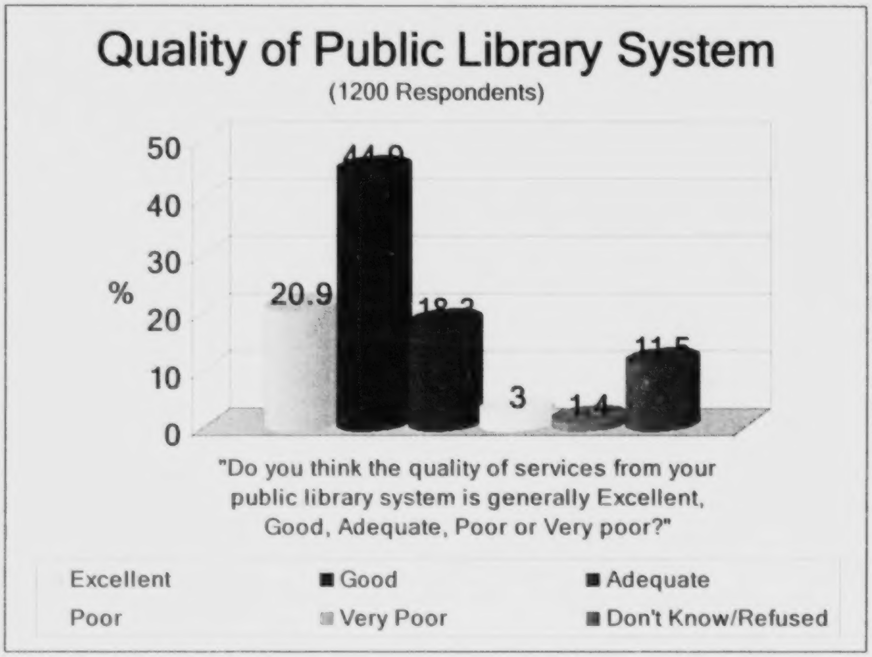


Quality of Public Library System

(Demographic Variances)

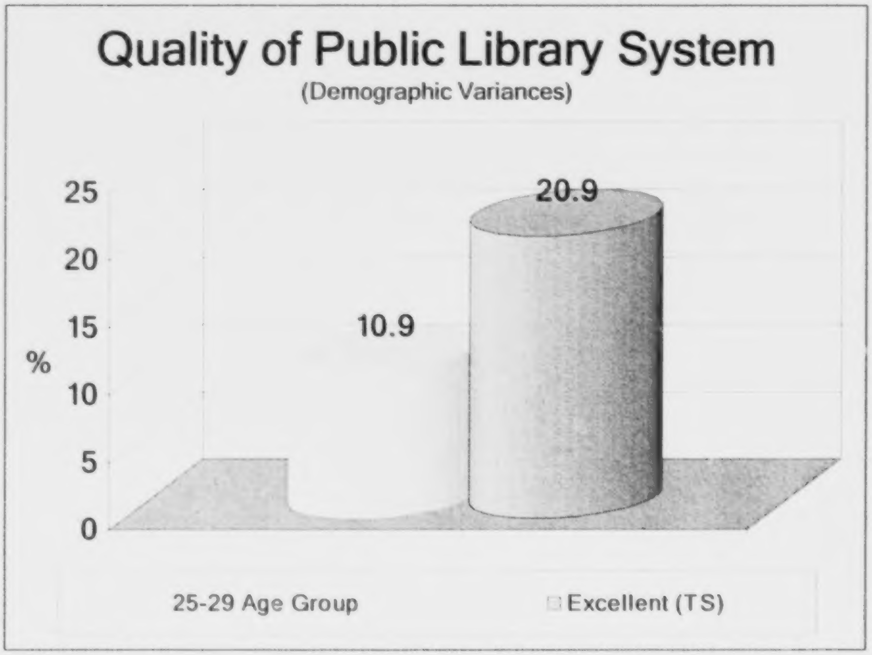

Education Historical Comparison
(1200 Respondents)
40
30
% 20
10
0
12.7
33.9
24.7
20.7
2.7
5.3
"Do you believe students' education today is Much Better, Better, Worse, Much Worse or Very Little Different compared to yours?"
Much Better
■ Better
■ Very Little Different
Worse
■ Much Worse
■ Don't Know/Refused


Education Historical Comparison
(Demographic Variances)
25
20
15
%
10
5
0
12.7
23.3
☐ Much Better (TS)
■ < High School

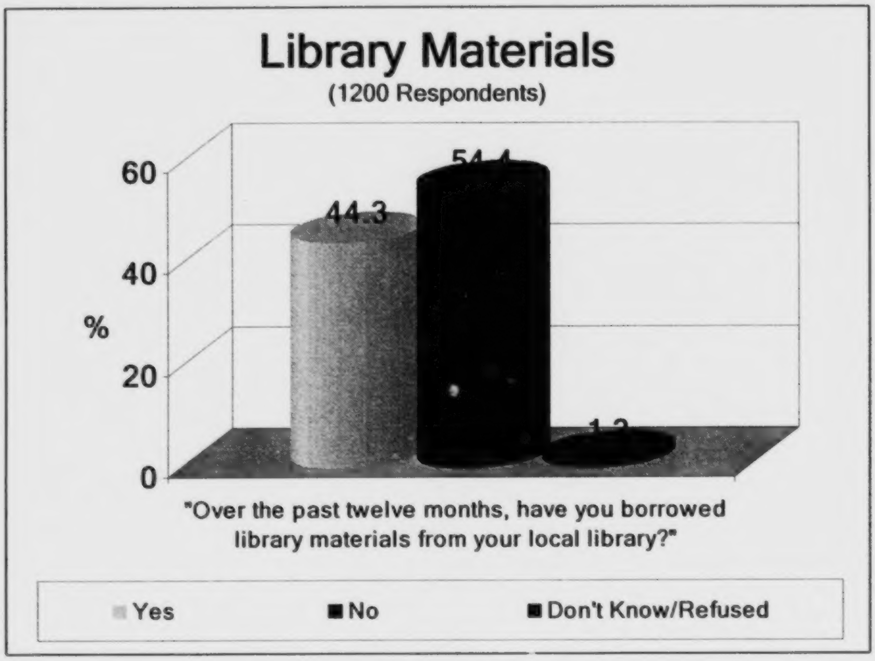

Quality of Public Library System

(1200 Respondents)

"Do you think the quality of services from your public library system is generally Excellent, Good, Adequate, Poor or Very poor?"


Quality of Public Library System

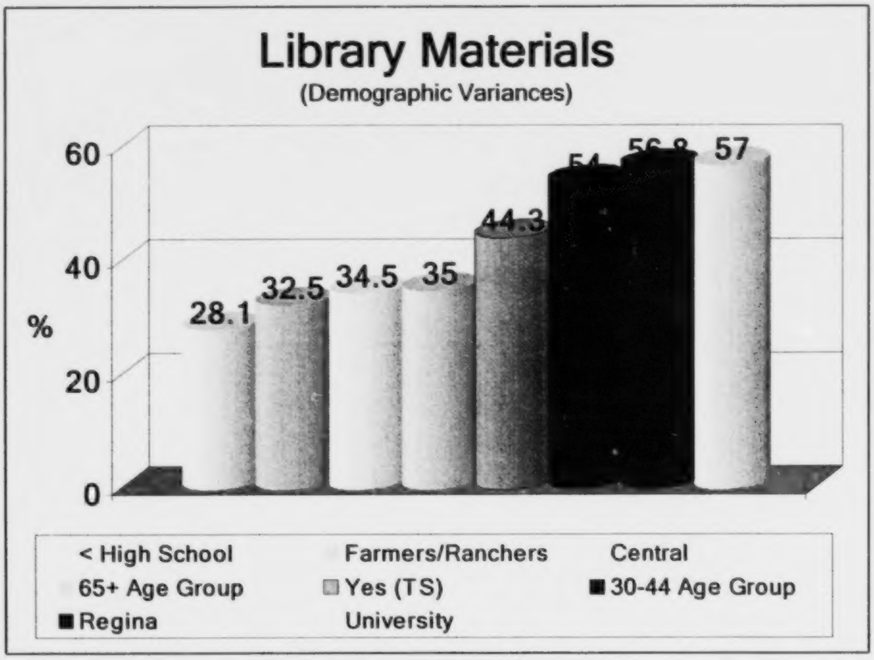
(Demographic Variances)



Library Materials

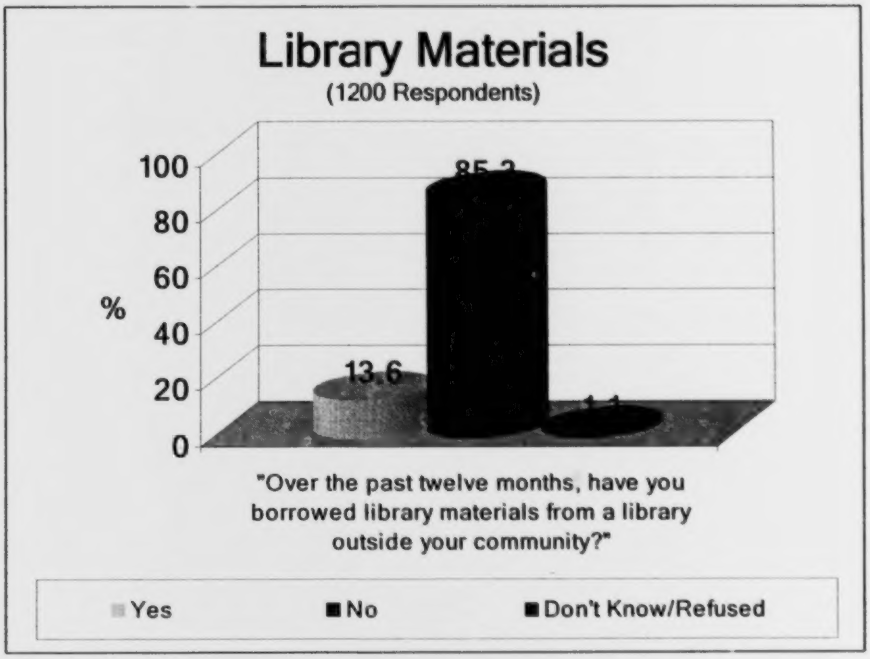
(1200 Respondents)

"Over the past twelve months, have you borrowed library materials from your local library?"



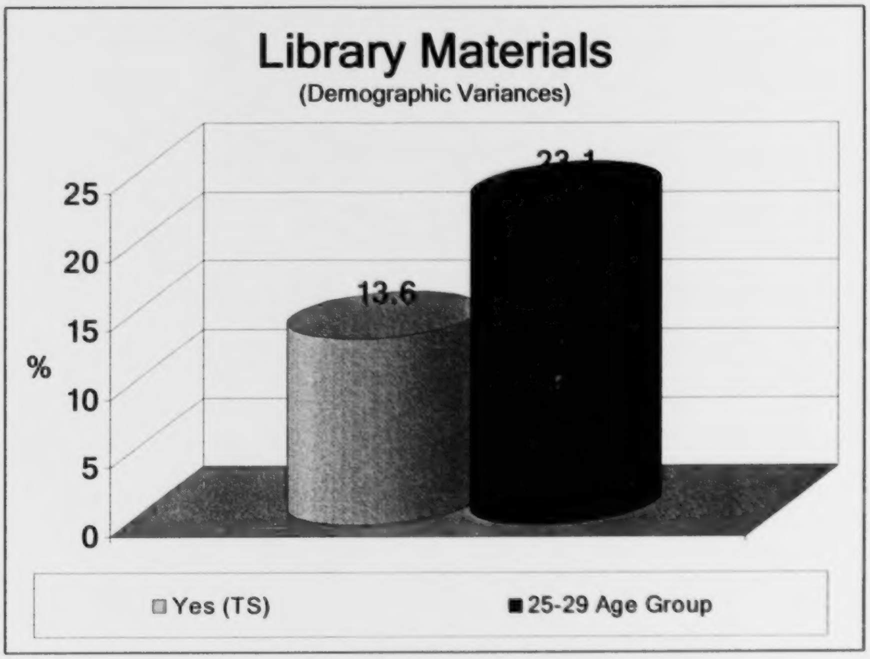
Library Materials

(Demographic Variances)

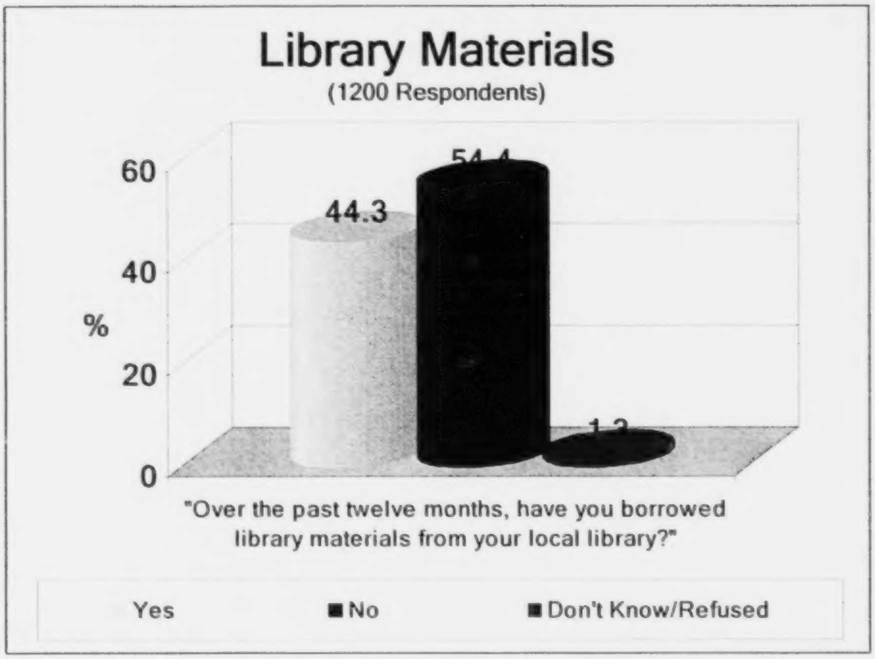

Library Materials

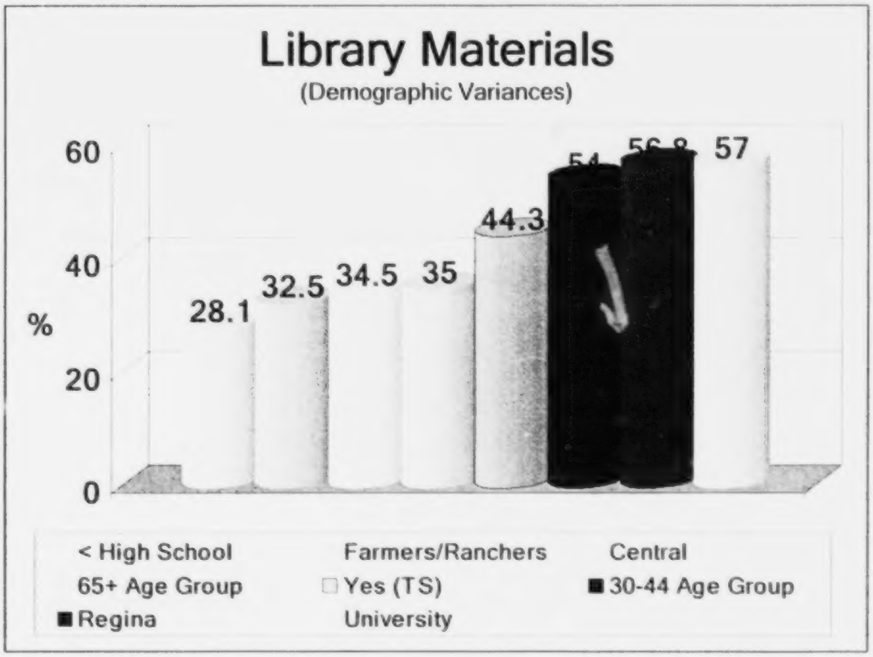
(1200 Respondents)

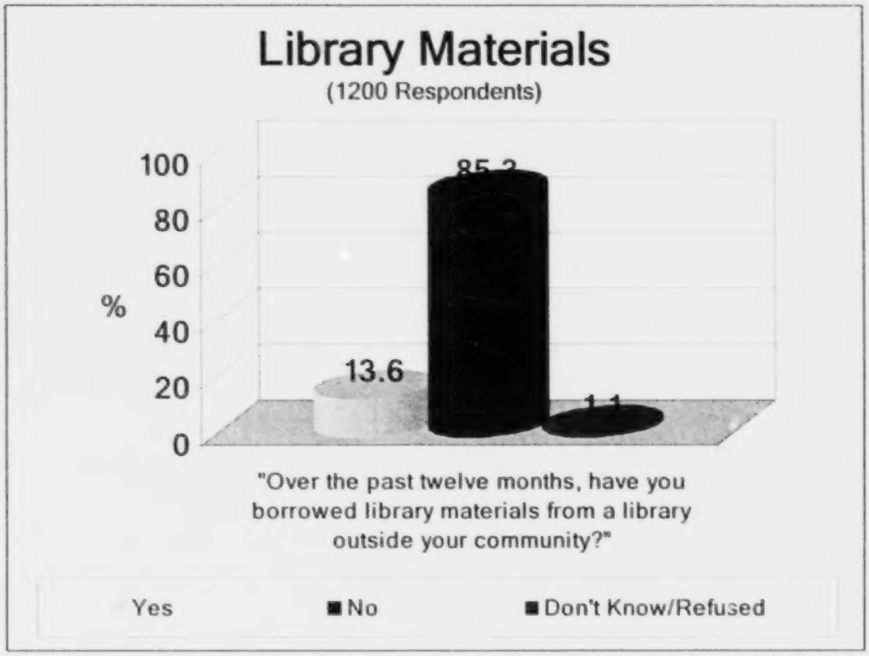
"Over the past twelve months, have you borrowed library materials from a library outside your community?"


Library Materials

(Demographic Variances)


Library Materials
(1200 Respondents)
60
40
20
0
%
44.3
54.4
1.3
"Over the past twelve months, have you borrowed library materials from your local library?"
Yes
■ No
■ Don't Know/Refused


Library Materials
(Demographic Variances)
60
40
20
0
%
28.1
32.5
34.5
35
44.3
54
56.8
57
< High School
Farmers/Ranchers
Central
65+ Age Group
☐ Yes (TS)
■ 30-44 Age Group
■ Regina
University


Library Materials

(1200 Respondents)

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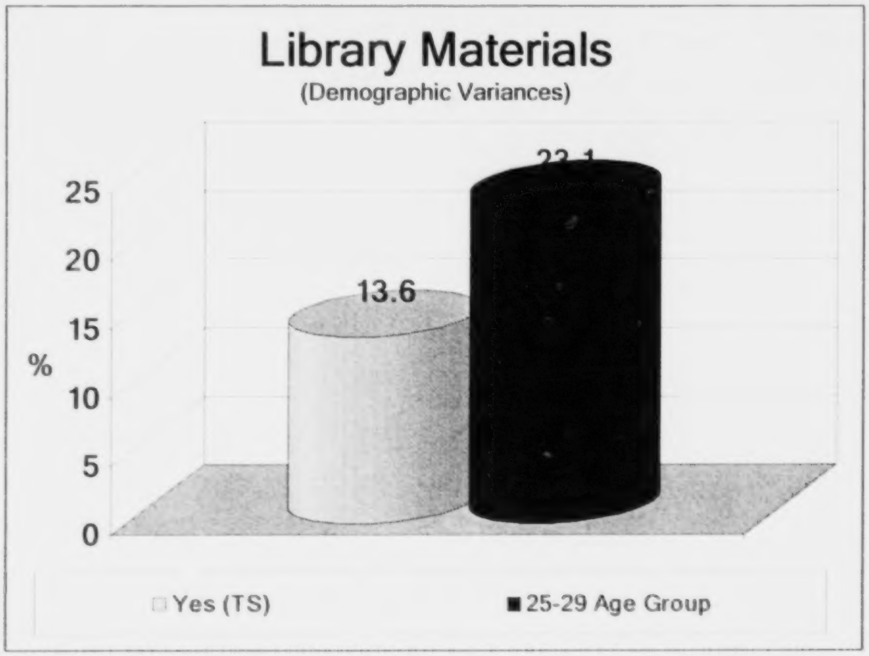
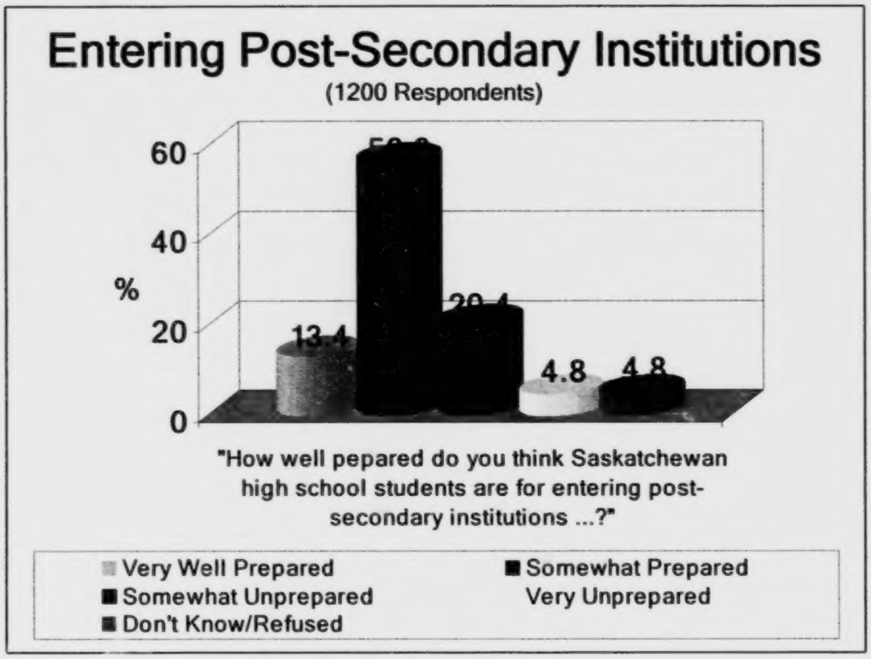
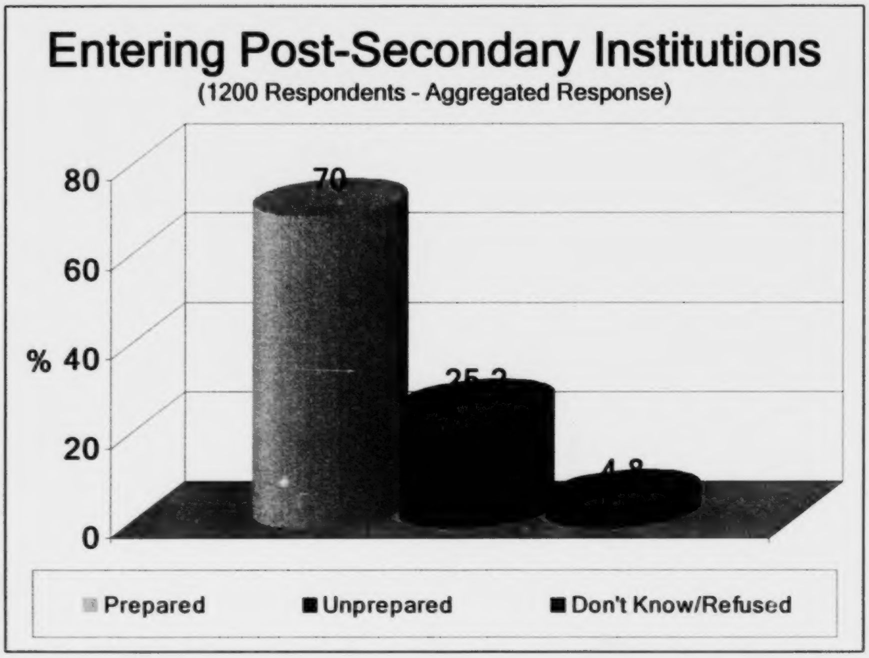
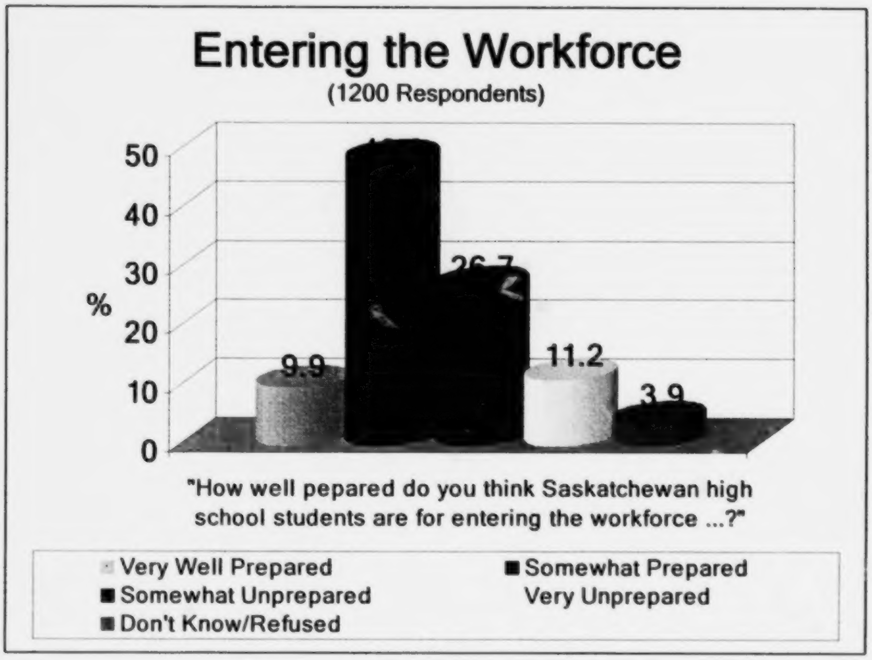

Library Materials

(Demographic Variances)


Entering Post-Secondary Institutions
(1200 Respondents)
60
40
%
20
0
13.4
20.4
4.8
4.8
"How well pepared do you think Saskatchewan high school students are for entering post-secondary institutions ...?"
Very Well Prepared
Somewhat Prepared
Somewhat Unprepared
Very Unprepared
Don't Know/Refused

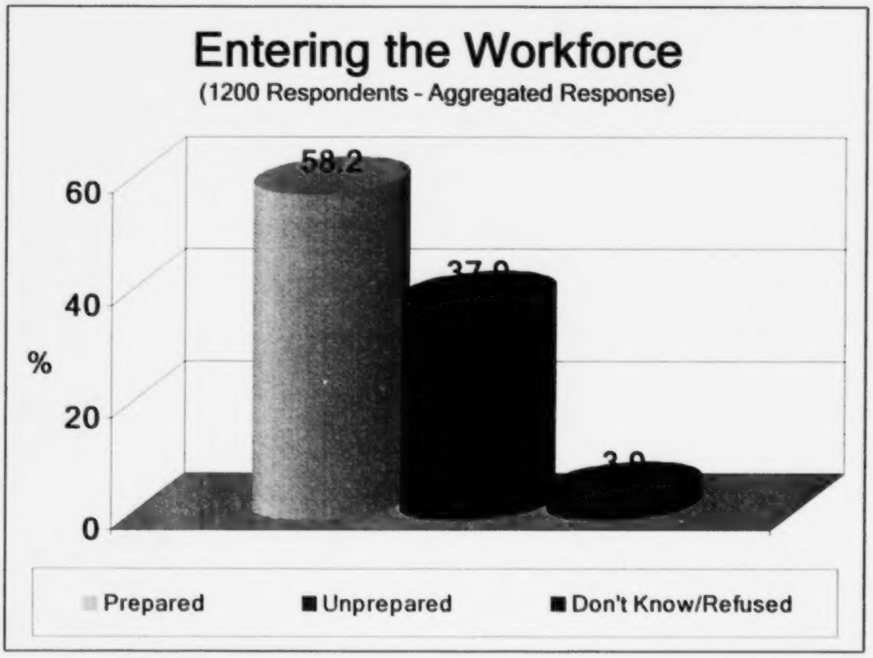

Entering Post-Secondary Institutions
(1200 Respondents - Aggregated Response)
80
60
% 40
20
0
70
25.2
4.8
Prepared
Unprepared
Don't Know/Refused



Entering the Workforce

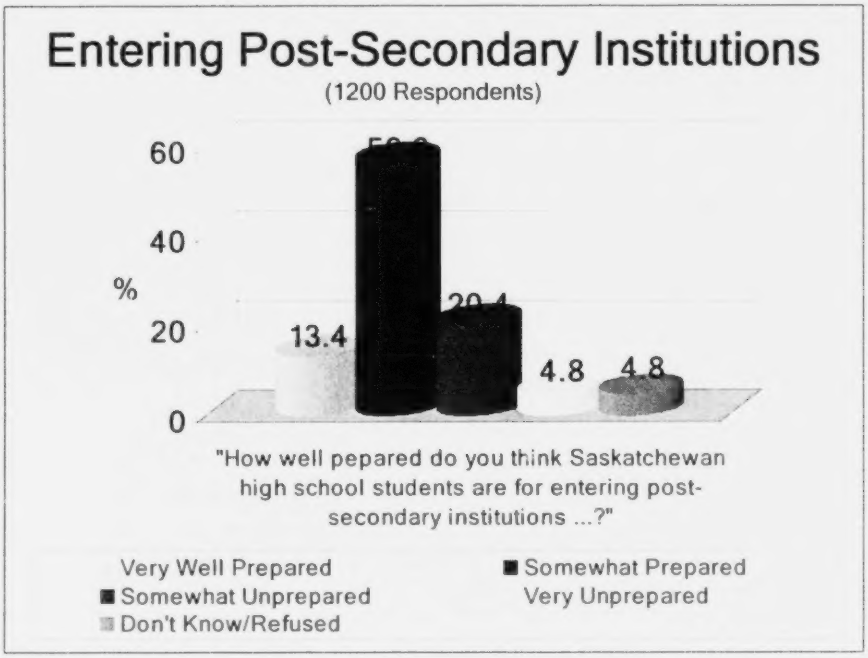
(1200 Respondents)

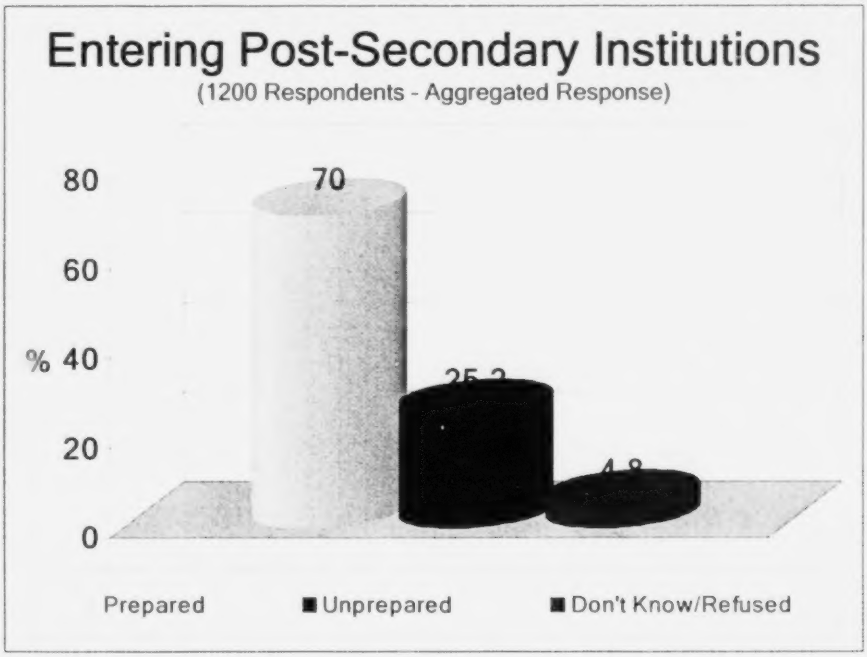
"How well pepared do you think Saskatchewan high school students are for entering the workforce ...?"

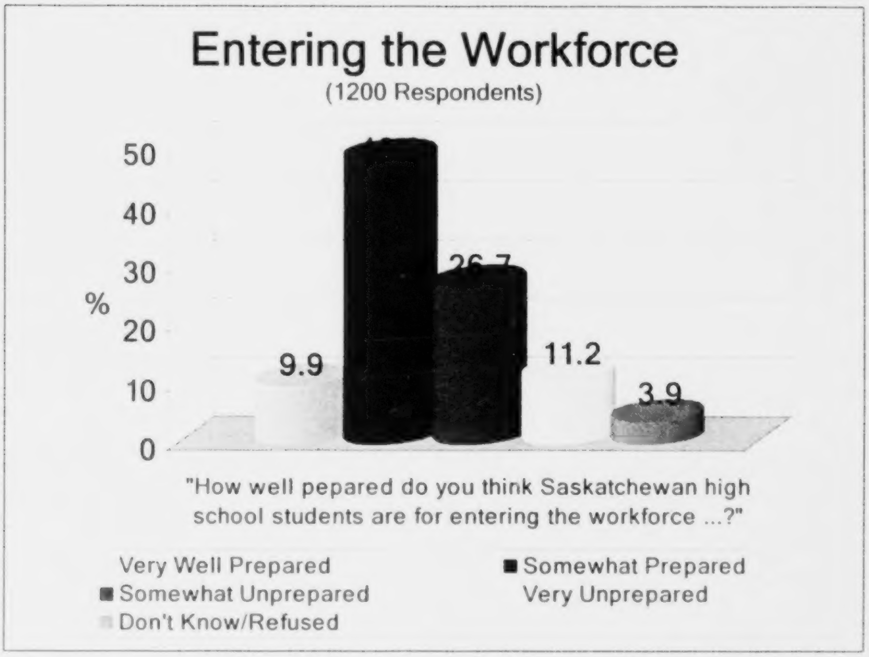


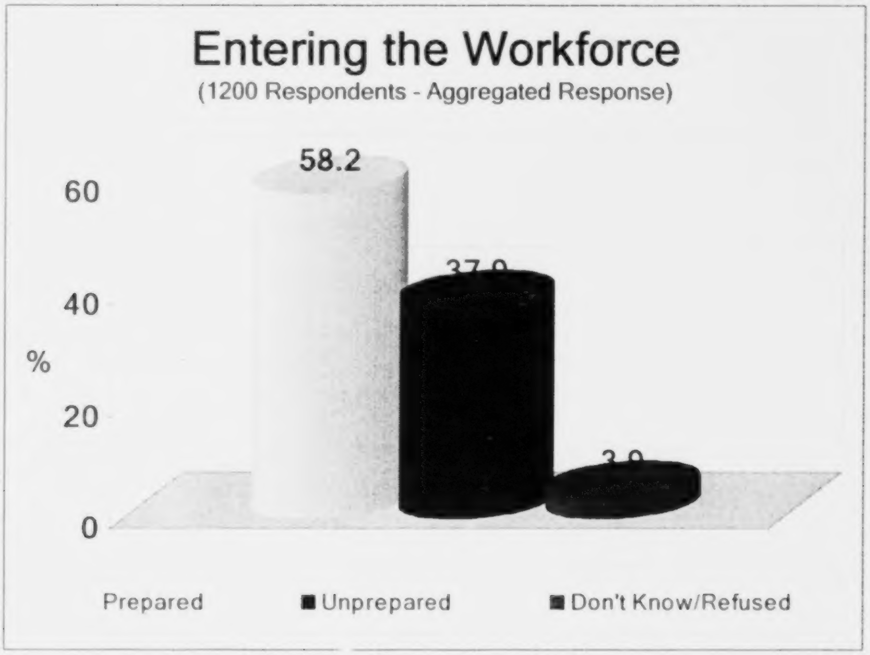
Entering the Workforce

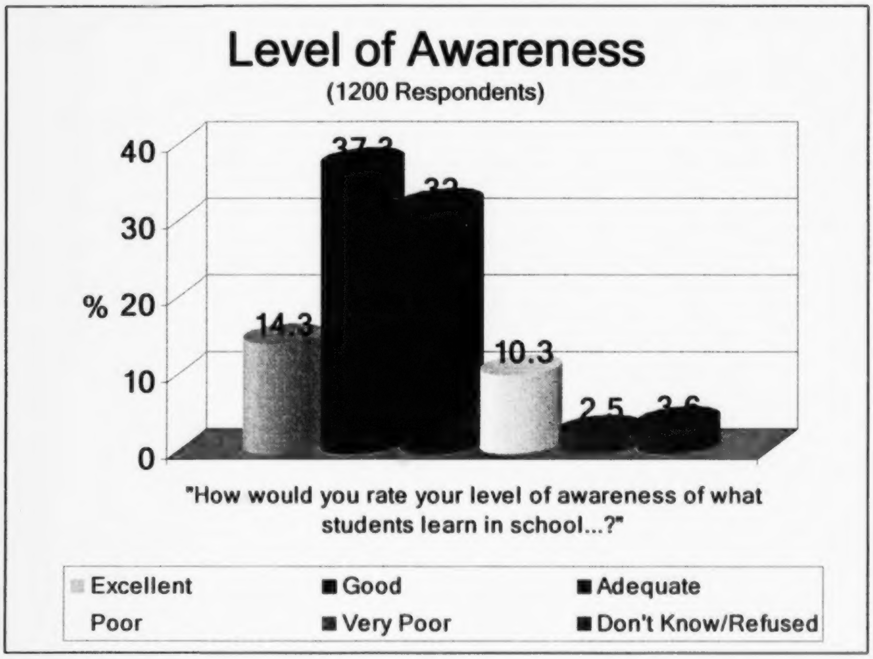
(1200 Respondents - Aggregated Response)

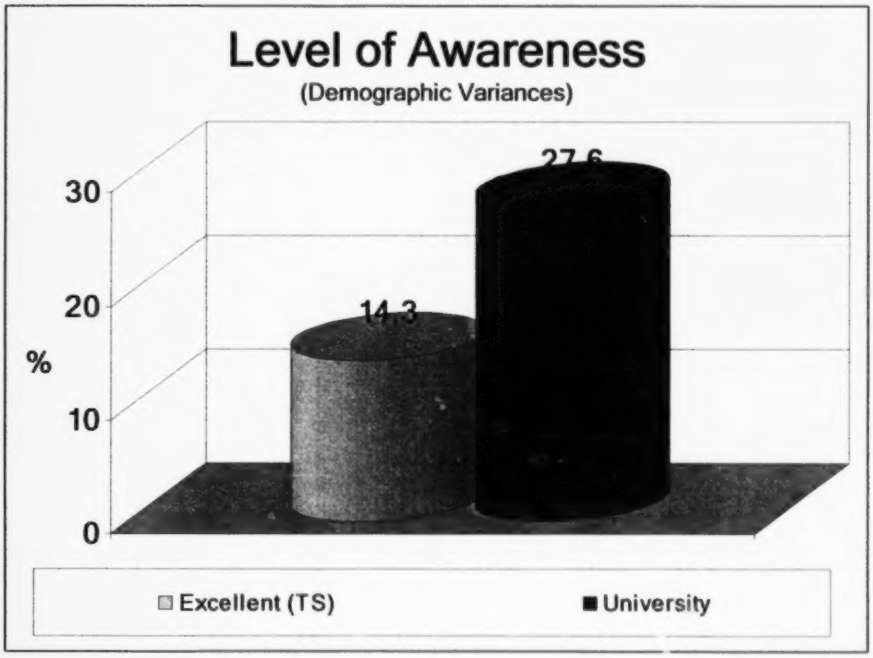

Entering Post-Secondary Institutions
(1200 Respondents)
60
40
%
20
0
13.4
20.4
4.8
4.8
"How well pepared do you think Saskatchewan high school students are for entering post-secondary institutions ...?"
Very Well Prepared
■ Somewhat Prepared
■ Somewhat Unprepared
Very Unprepared
▨ Don't Know/Refused

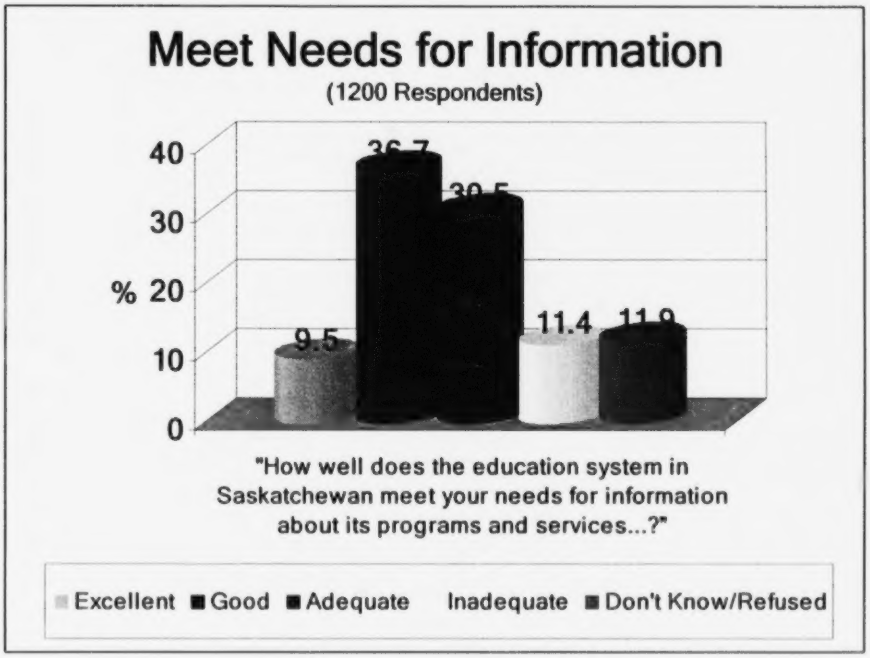

Entering Post-Secondary Institutions
(1200 Respondents - Aggregated Response)
80
60
% 40
20
0
70
25.2
4.8
Prepared
■ Unprepared
■ Don't Know/Refused


Entering the Workforce
(1200 Respondents)
50
40
30
%
20
10
0
9.9
26.7
11.2
3.9
"How well pepared do you think Saskatchewan high school students are for entering the workforce ...?"
Very Well Prepared
■ Somewhat Prepared
■ Somewhat Unprepared
Very Unprepared
Don't Know/Refused


Entering the Workforce
(1200 Respondents - Aggregated Response)
60
40
%
20
0
58.2
37.0
3.9
Prepared
■ Unprepared
■ Don't Know/Refused


Level of Awareness
(1200 Respondents)
40
30
% 20
10
0
14.3
37.2
33
10.3
2.5
3.6
"How would you rate your level of awareness of what students learn in school...?"
▨ Excellent
■ Good
■ Adequate
Poor
■ Very Poor
■ Don't Know/Refused

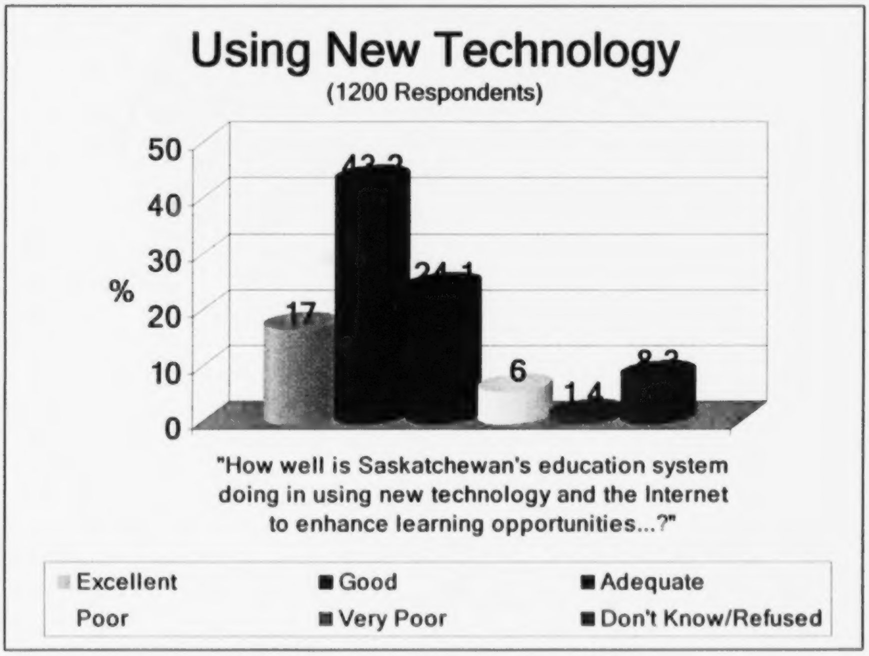

Level of Awareness
(Demographic Variances)
30
20
%
10
0
14.3
27.6
▨ Excellent (TS)
■ University



Meet Needs for Information

(1200 Respondents)

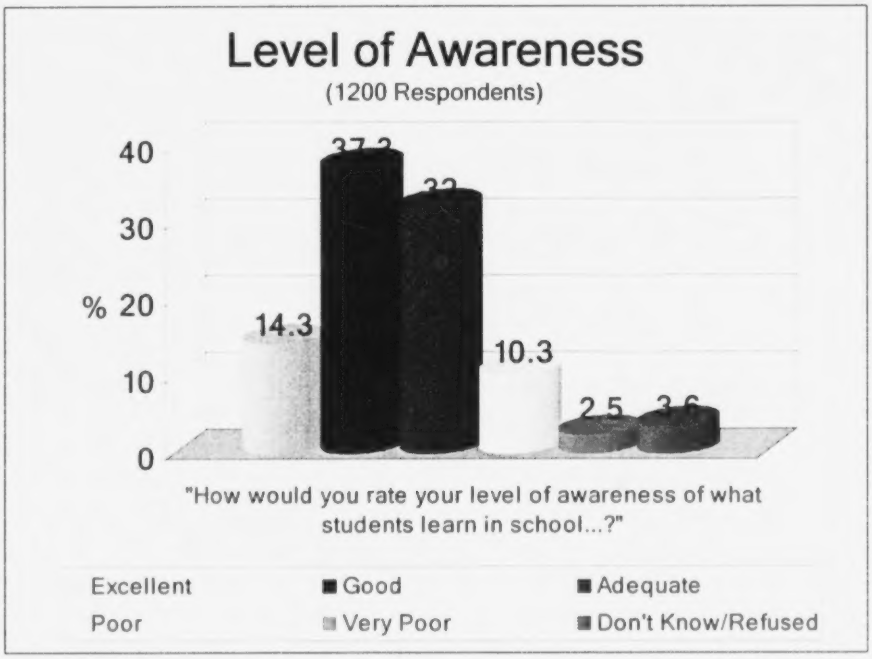
"How well does the education system in Saskatchewan meet your needs for information about its programs and services...?"

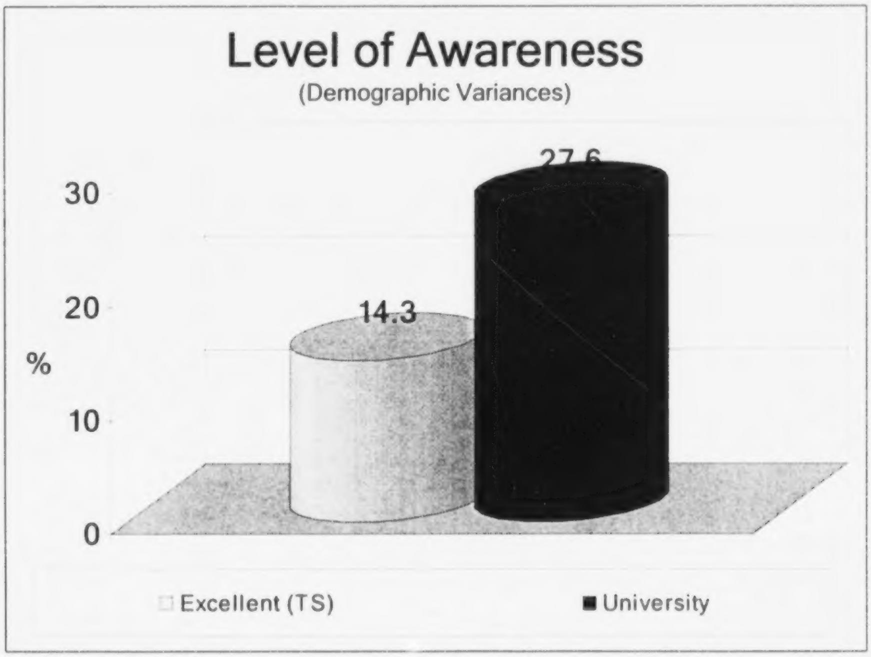


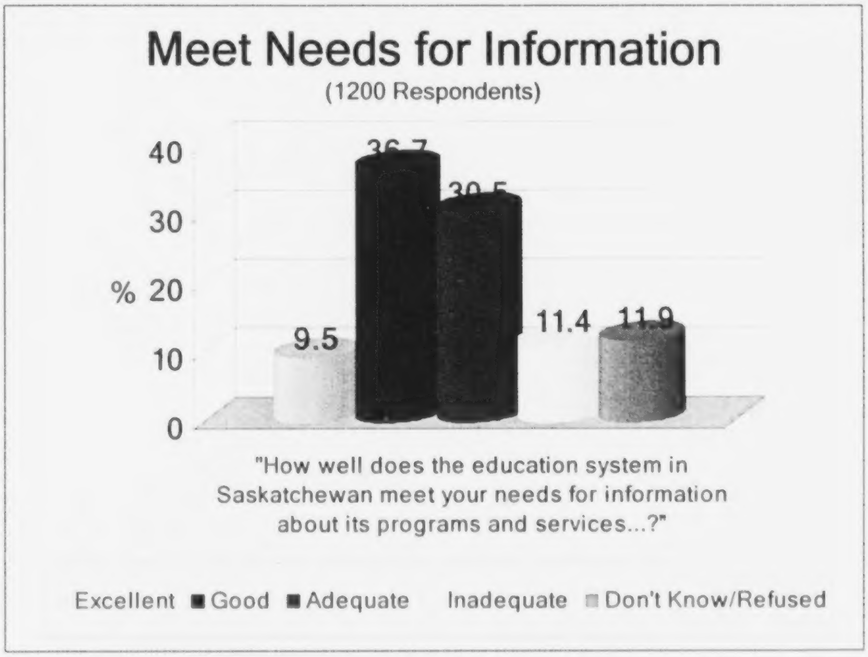
Using New Technology

(1200 Respondents)

"How well is Saskatchewan's education system doing in using new technology and the Internet to enhance learning opportunities...?"


Level of Awareness
(1200 Respondents)
40
30
% 20
10
0
14.3
37.3
32
10.3
2.5
3.6
"How would you rate your level of awareness of what students learn in school...?"
Excellent
■ Good
■ Adequate
Poor
■ Very Poor
■ Don't Know/Refused

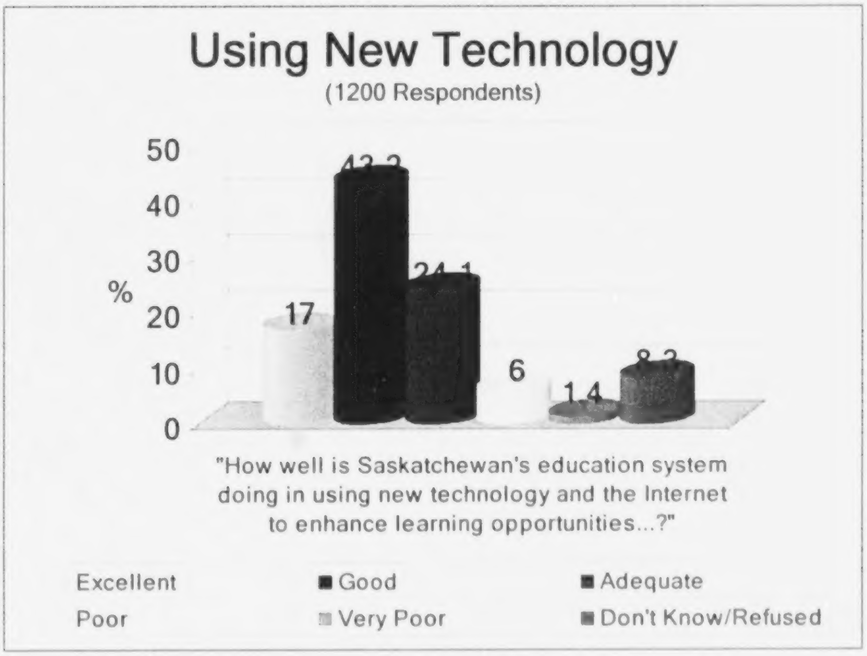

Level of Awareness
(Demographic Variances)
30
20
%
10
0
14.3
27.6
☐ Excellent (TS)
■ University



Meet Needs for Information

(1200 Respondents)

"How well does the education system in Saskatchewan meet your needs for information about its programs and services...?"



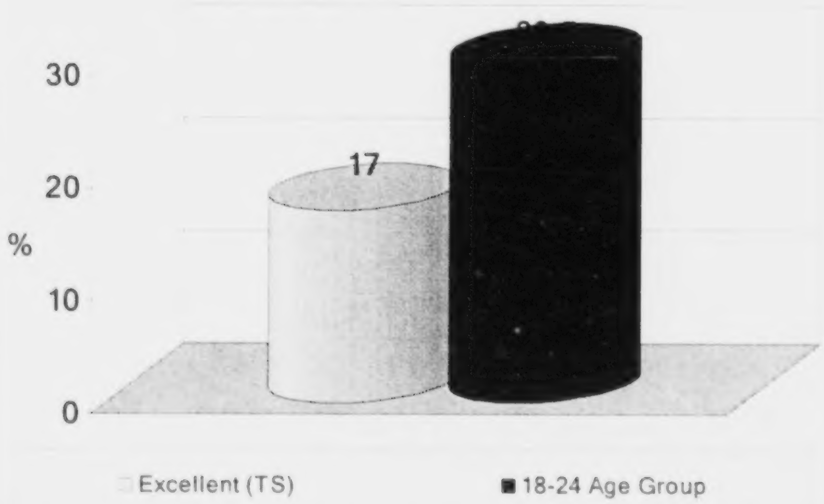
Using New Technology

(1200 Respondents)

"How well is Saskatchewan's education system doing in using new technology and the Internet to enhance learning opportunities...?"

Using New Technology

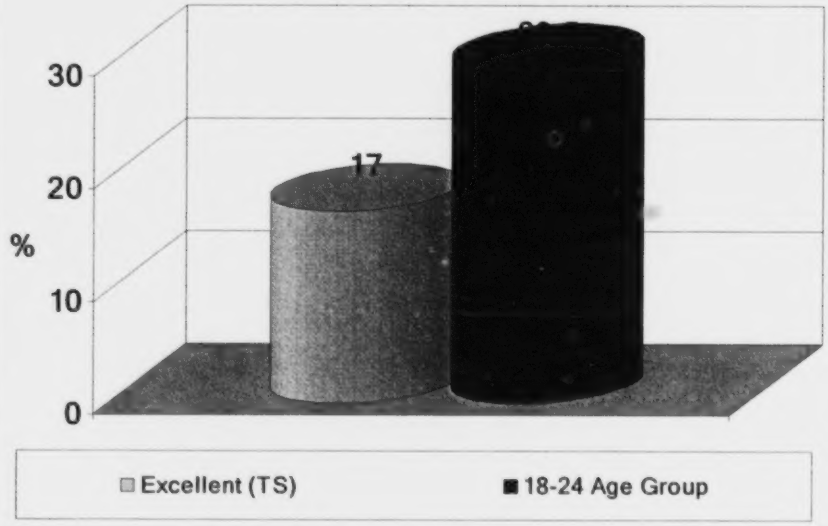
(Demographic Variances)



Saskatchewan Environment

Using New Technology

(Demographic Variances)



Saskatchewan Environment

Highlights

- When asked to name the single most important Environmental Issue facing themselves and their family, respondents listed the following Top 5:

Climate Change/Global Warming	31.0%
Air Pollution/Quality	12.6%
Water Pollution/Quality	8.8%
Recycling	7.1%
Alternative Energy	5.3%

Highlights

- When asked to name the single most important Change to improve the State of the Environment in Saskatchewan, respondents listed the following Top 5:

Increase Alternative Energy	15.0%
Increase Public Awareness	11.2%
Increase Recycling	9.4%
Improve Air Quality	9.3%
Deal with Climate Change	7.2%

Highlights

- 67.1% of respondents say it is Highly Important (8-10 rating on 10-point scale) the provincial government take action to Reduce Greenhouse Gas Emissions
- 70.7% of respondents say it is Highly Important (8-10 rating on 10-point scale) the provincial government take action to Increase Energy Conservation

Highlights

- 70.2% of respondents say it is Highly Important (8-10 rating on 10-point scale) the provincial government take action to Increase Green Power Production
- 72.4% of respondents say it is Highly Important (8-10 rating on 10-point scale) the provincial government take action to Reduce Pollution

Highlights

- 69.8% of respondents say it is Highly Important (8-10 rating on 10-point scale) the provincial government take action to Increase Recycling
- 86.1% of respondents say it is Highly Important (8-10 rating on 10-point scale) the provincial government take action to protect the Quality and Supply of Saskatchewan Drinking Water

Highlights

- 56.9% of respondents say it is Highly Important (8-10 rating on 10-point scale) the provincial government take action to combat Climate Change
- 68% of respondents say it is Highly Important (8-10 rating on 10-point scale) the provincial government promote Public Awareness about the importance of a clean, healthy environment

Highlights

- 52.6% of respondents say it is Highly Important (8-10 rating on 10-point scale) the provincial government take action to reduce the use of Saskatchewan Landfills
- 58.8% of respondents say it is Highly Important (8-10 rating on 10-point scale) the provincial government take action to improve Saskatchewan Air Quality

Highlights

- When asked to name the single most important Job related to the Environment, respondents listed the following Top 5:

Protect Water Quality/Supply	35.4%
Increase Green Power Production	9.1%
Reduce Greenhouse Gas Emissions	9.0%
Reduce Pollution	8.4%
Promote Public Awareness	8.0%

Highlights

- 56.6% of respondents Strongly Agree "Saskatchewan can achieve economic growth while maintaining a healthy environment"
- 66.7% of respondents Strongly Agree "Provincial Parks are important for providing natural and recreational experiences"

Highlights

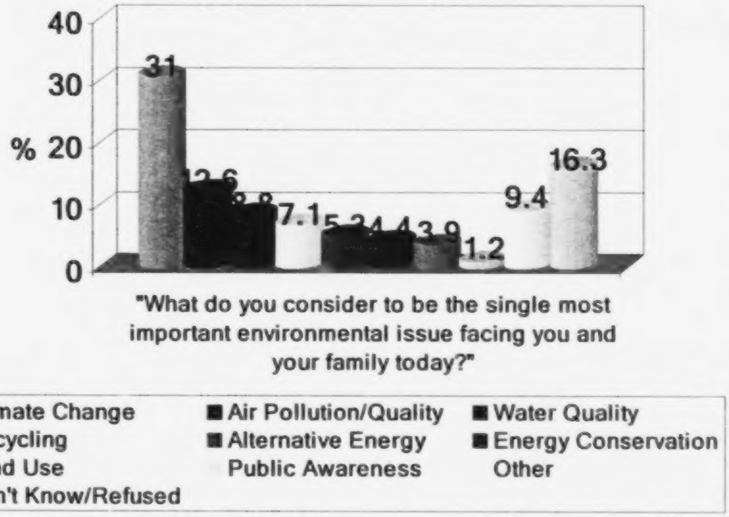
- 50.6% of respondents Strongly Agree "Provincial Parks are important for maintaining a clean, healthy environment"
- 3.3% of respondents rate the Government of Saskatchewan as doing an Excellent Job balancing economic growth with environmental protection

Highlights

- 17.7% of respondents rate Saskatchewan Provincial Parks as doing an Excellent Job providing natural and recreational experiences for people
- 17.4% of respondents rate Saskatchewan Provincial Parks as doing an Excellent Job of maintaining a clean, healthy environment

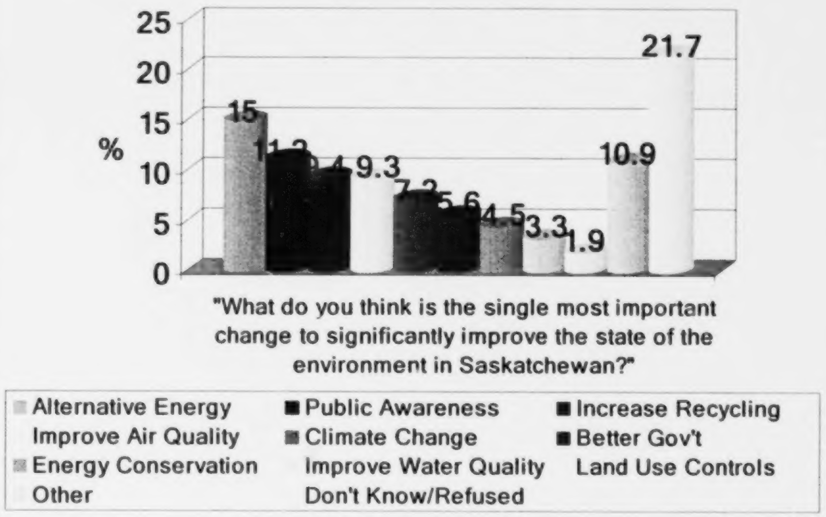
Most Important Issue

(1200 Respondents)



Most Important Change

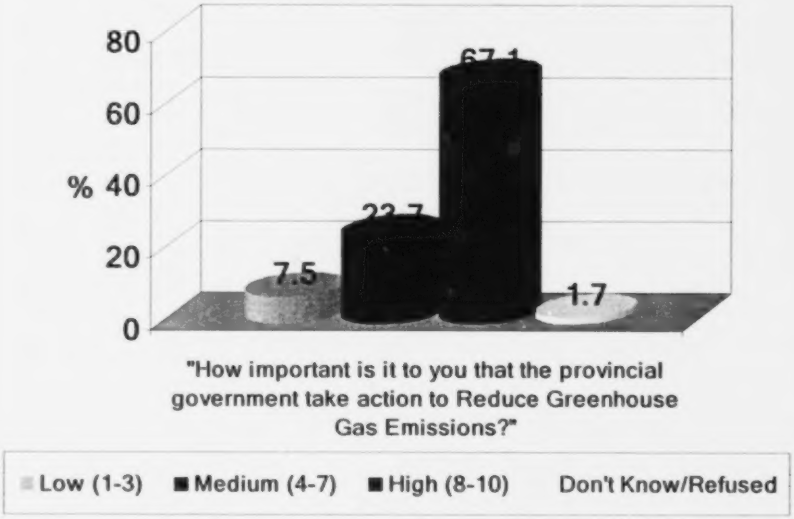
(1200 Respondents)



"What do you think is the single most important change to significantly improve the state of the environment in Saskatchewan?"

Reduce Greenhouse Gas Emissions

(1200 Respondents)



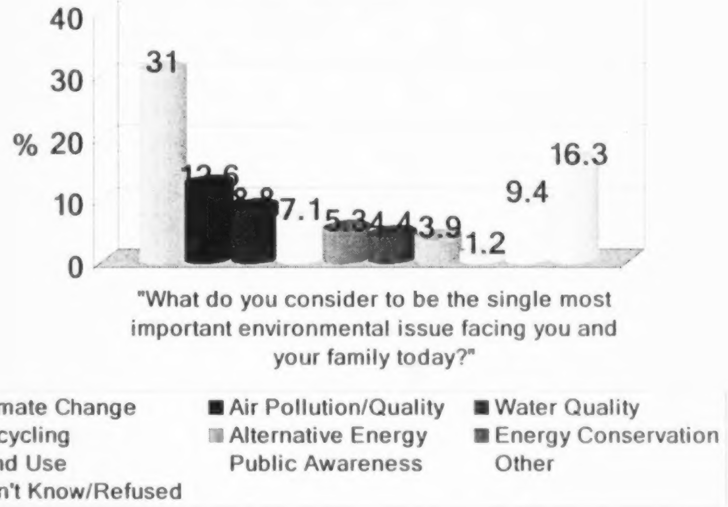
"How important is it to you that the provincial government take action to Reduce Greenhouse Gas Emissions?"

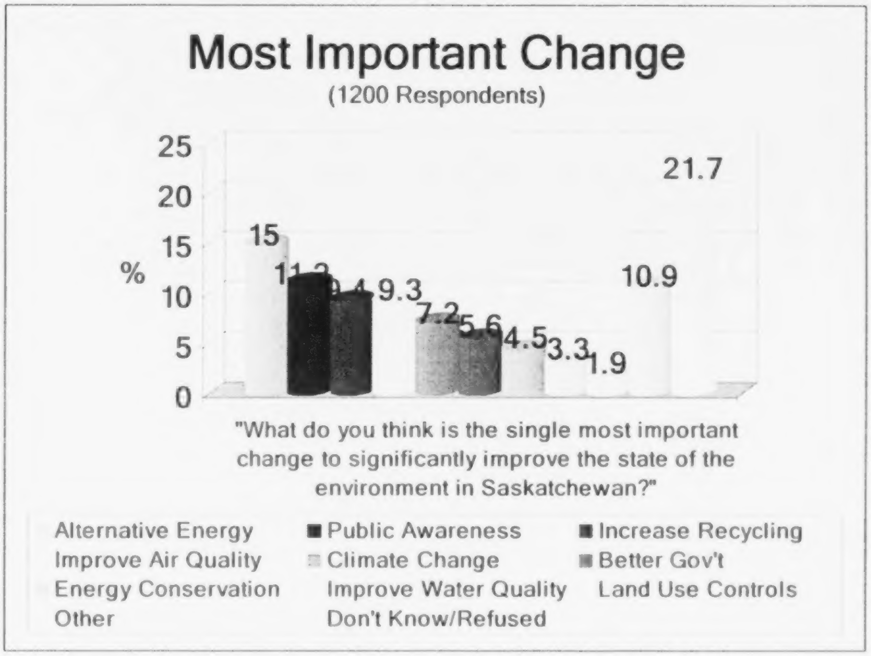
Highlights

- 17.7% of respondents rate Saskatchewan Provincial Parks as doing an Excellent Job providing natural and recreational experiences for people
- 17.4% of respondents rate Saskatchewan Provincial Parks as doing an Excellent Job of maintaining a clean, healthy environment

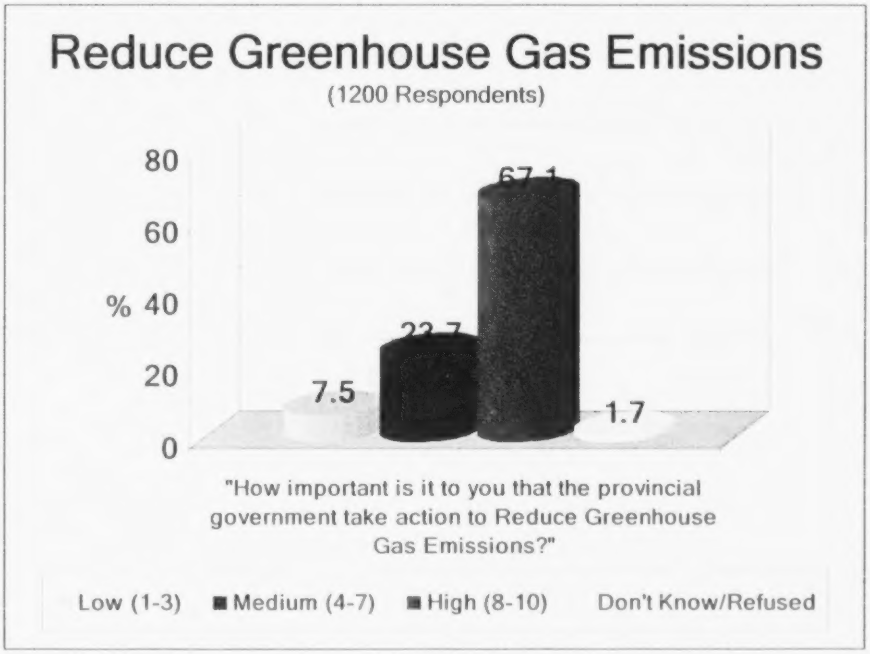
Most Important Issue

(1200 Respondents)

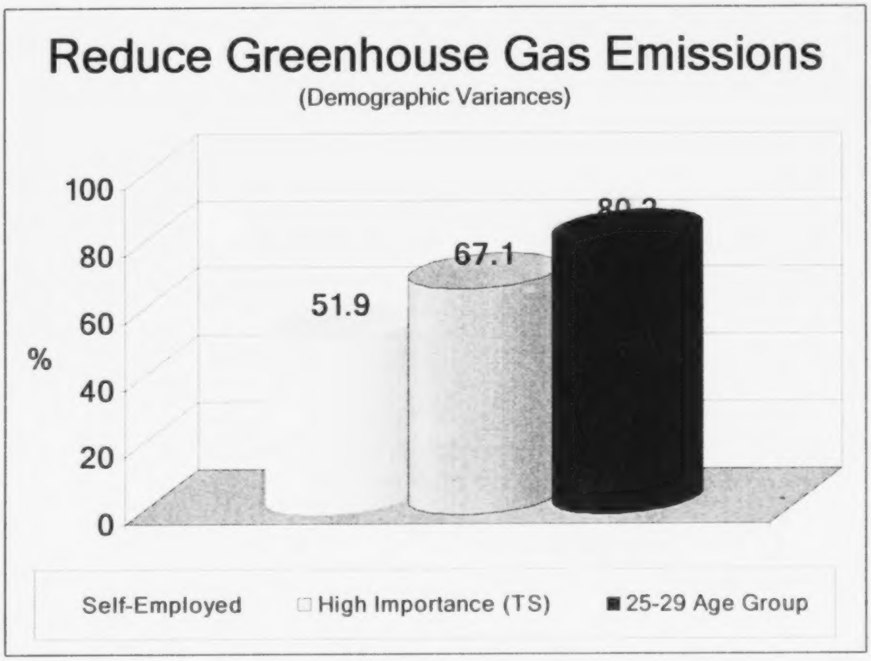


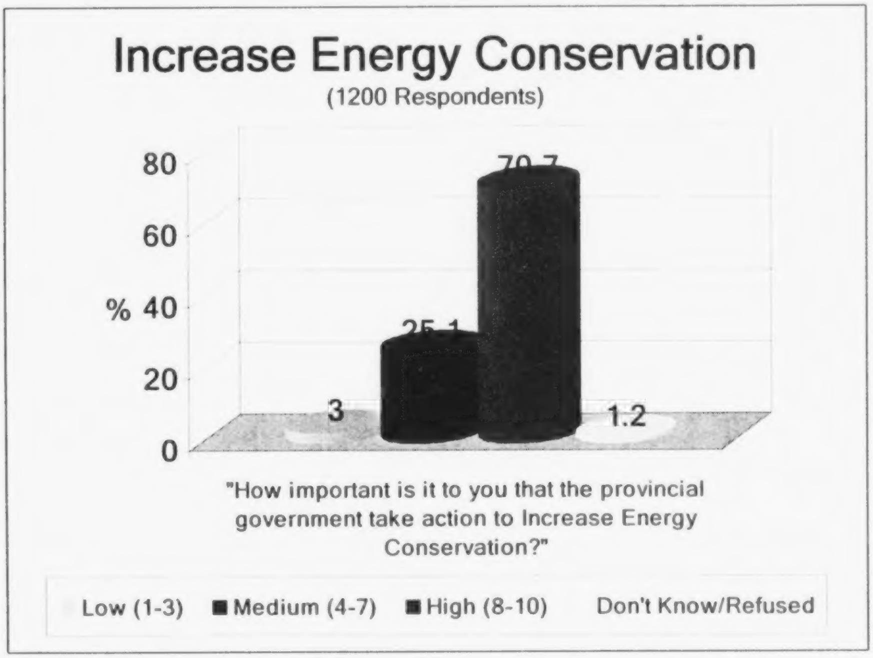


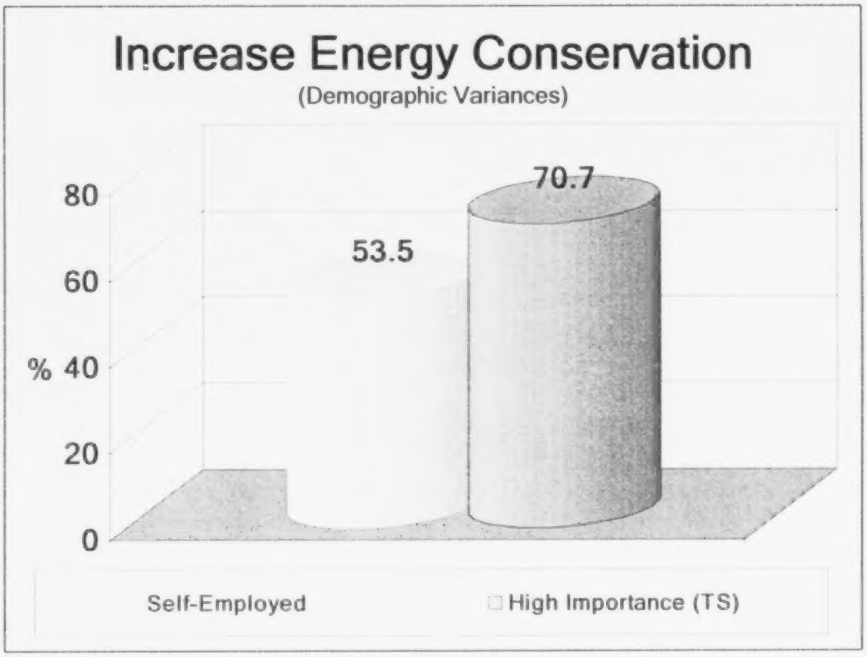
"What do you think is the single most important change to significantly improve the state of the environment in Saskatchewan?"



"How important is it to you that the provincial government take action to Reduce Greenhouse Gas Emissions?"

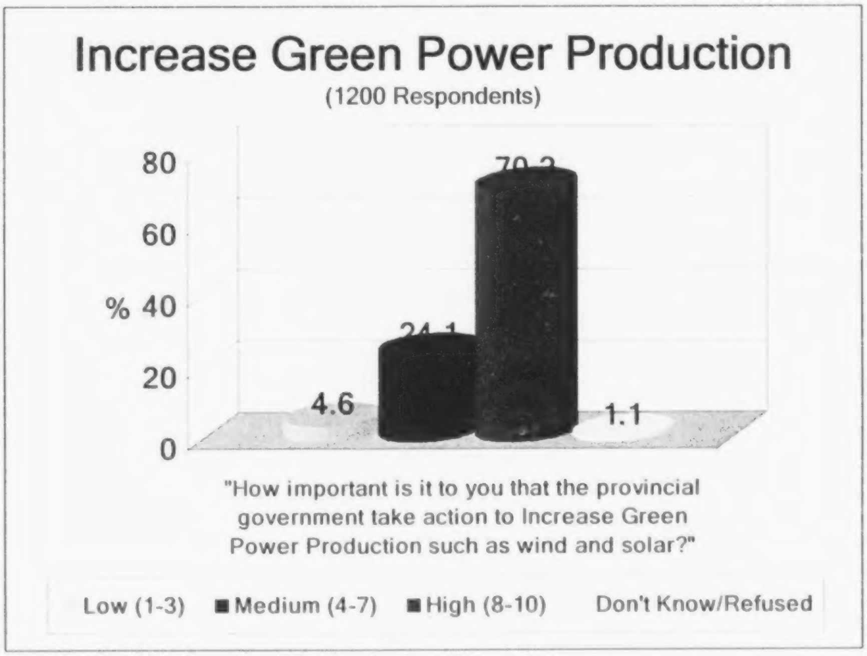

Reduce Greenhouse Gas Emissions
(Demographic Variances)
100
80
60
40
20
0
%
51.9
67.1
80.2
Self-Employed
High Importance (TS)
25-29 Age Group


Increase Energy Conservation
(1200 Respondents)
80
60
40
20
0
%
3
25.1
70.7
1.2
"How important is it to you that the provincial government take action to Increase Energy Conservation?"
Low (1-3)
Medium (4-7)
High (8-10)
Don't Know/Refused



Increase Energy Conservation

(Demographic Variances)



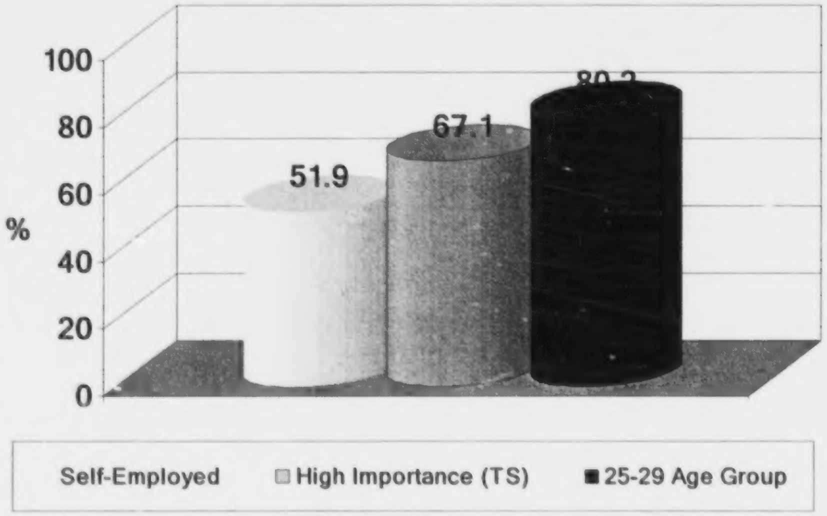
Increase Green Power Production

(1200 Respondents)

"How important is it to you that the provincial government take action to Increase Green Power Production such as wind and solar?"

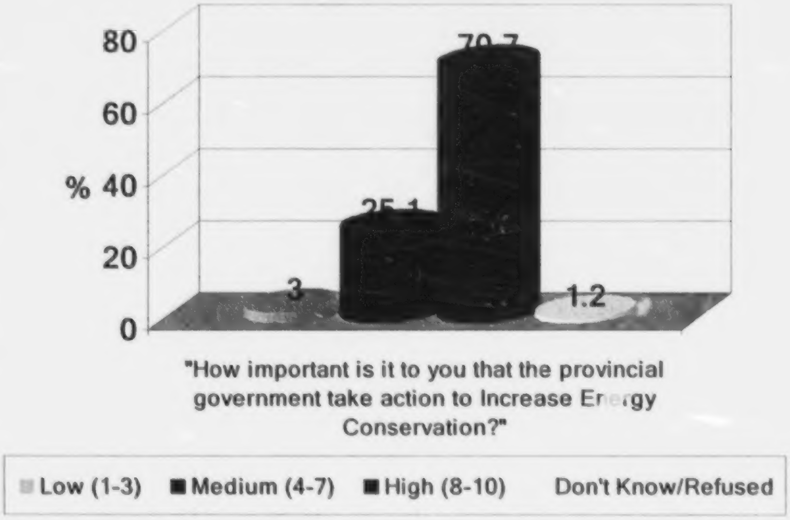
Reduce Greenhouse Gas Emissions

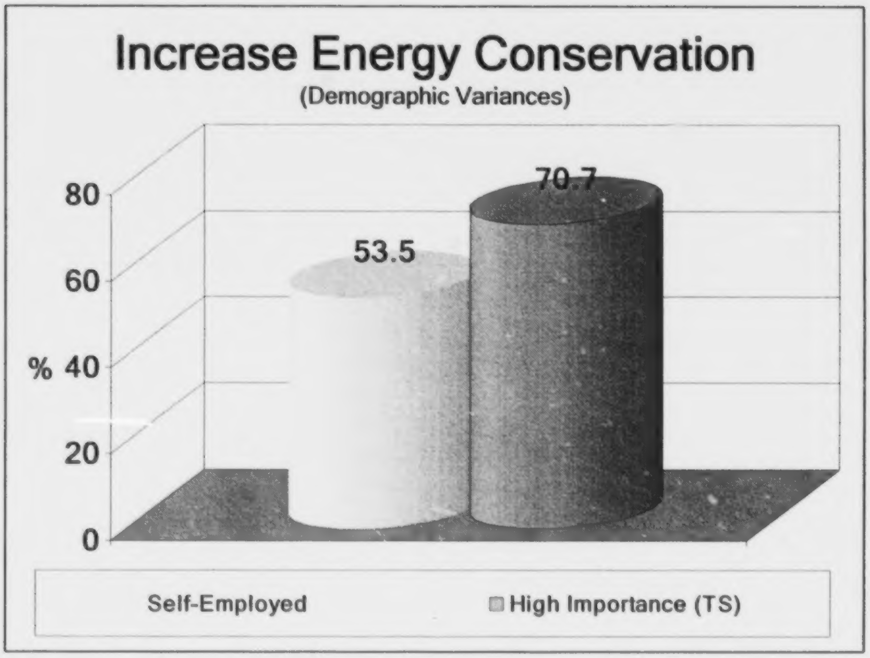
(Demographic Variances)



Increase Energy Conservation

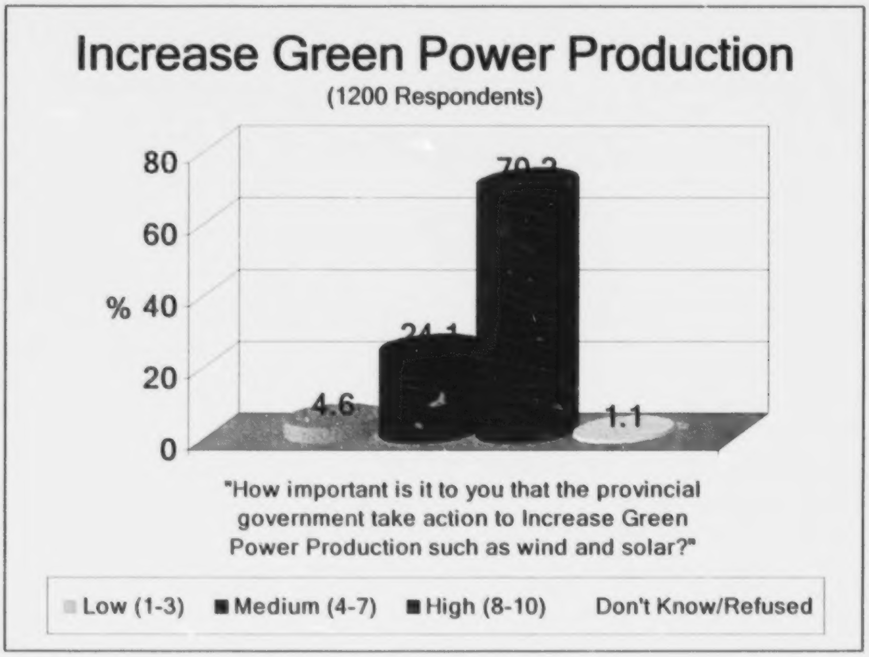
(1200 Respondents)





Increase Energy Conservation

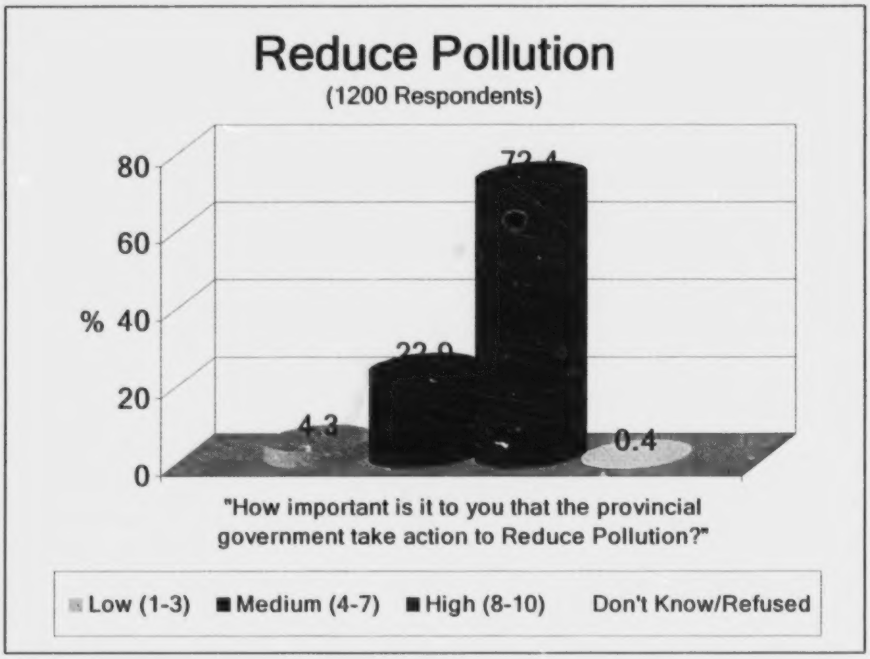
(Demographic Variances)

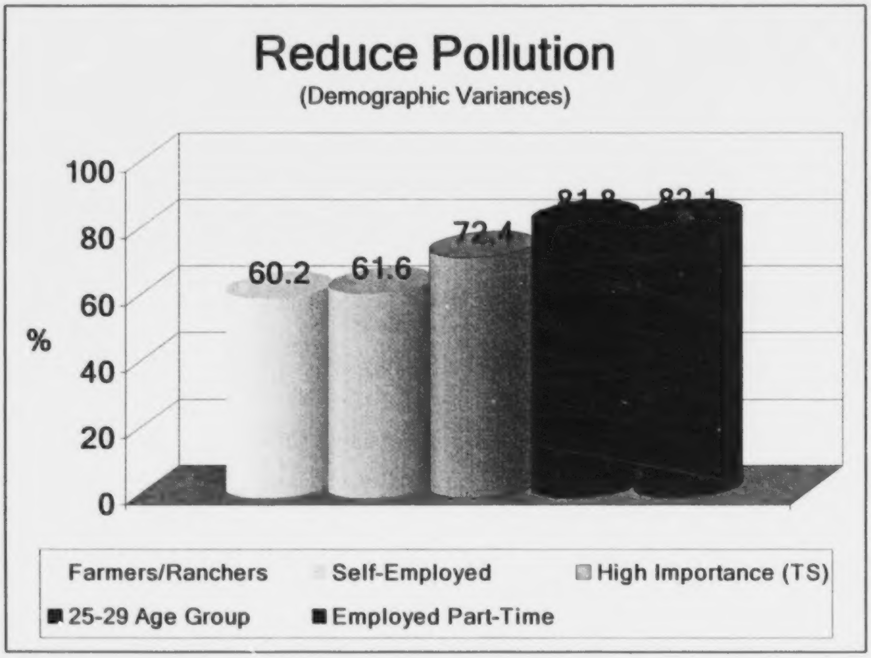


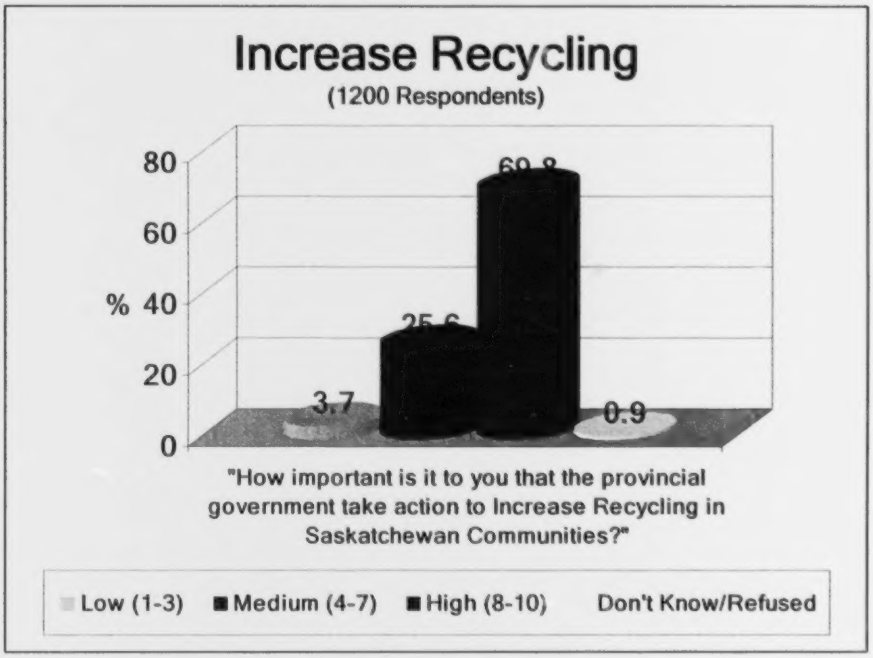
Increase Green Power Production

(1200 Respondents)

"How important is it to you that the provincial government take action to Increase Green Power Production such as wind and solar?"

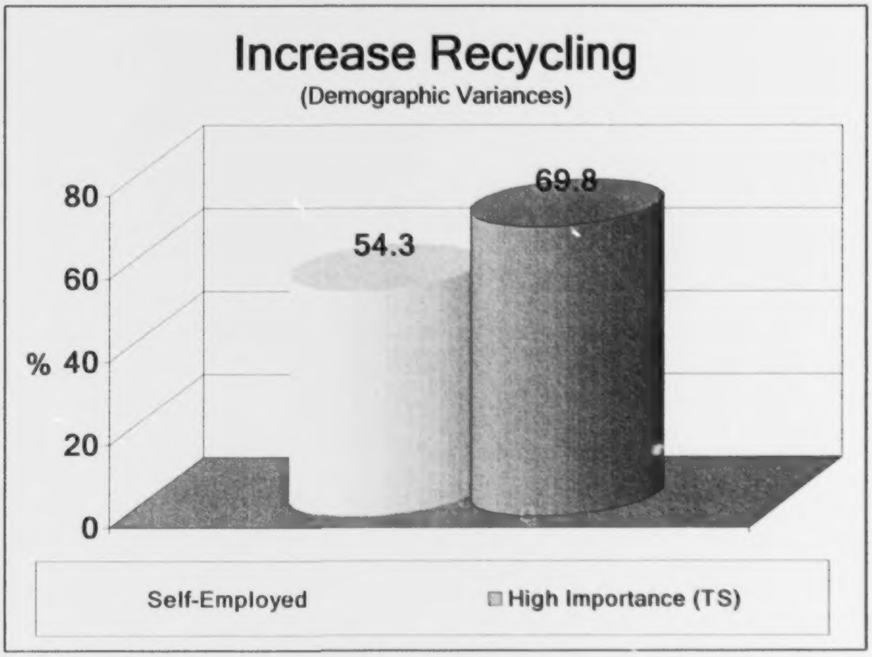

Reduce Pollution
(1200 Respondents)
80
60
% 40
20
0
4.3
22.9
72.4
0.4
"How important is it to you that the provincial government take action to Reduce Pollution?"
Low (1-3)
Medium (4-7)
High (8-10)
Don't Know/Refused


Reduce Pollution
(Demographic Variances)
100
80
60
%
40
20
0
60.2
61.6
72.4
81.8
82.1
Farmers/Ranchers
Self-Employed
High Importance (TS)
25-29 Age Group
Employed Part-Time

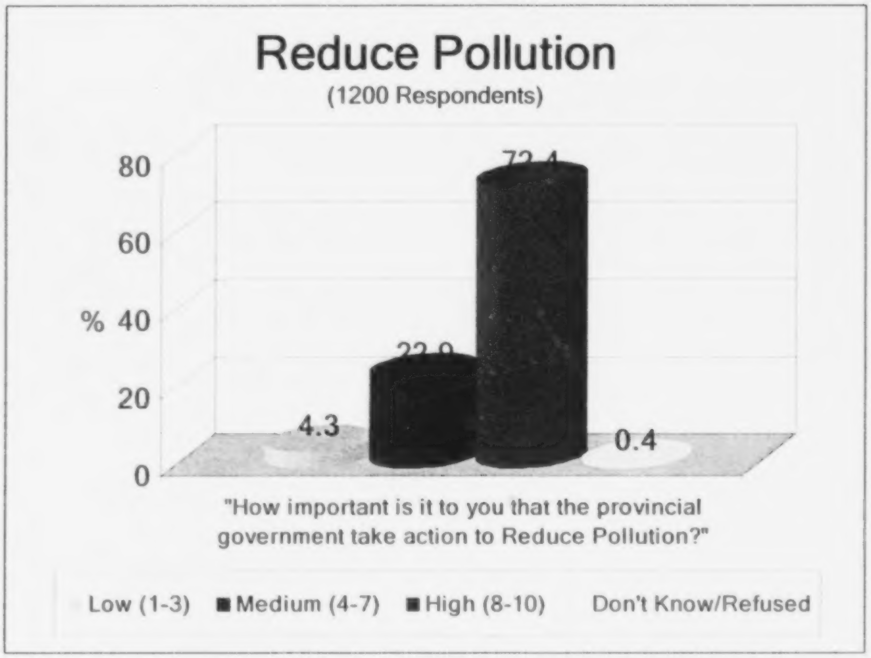

Increase Recycling

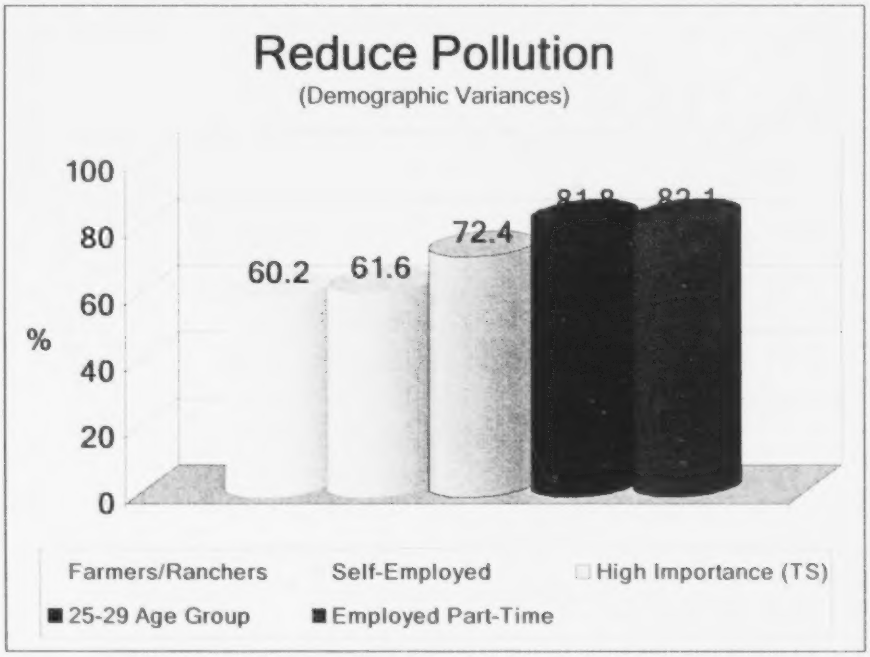
(1200 Respondents)

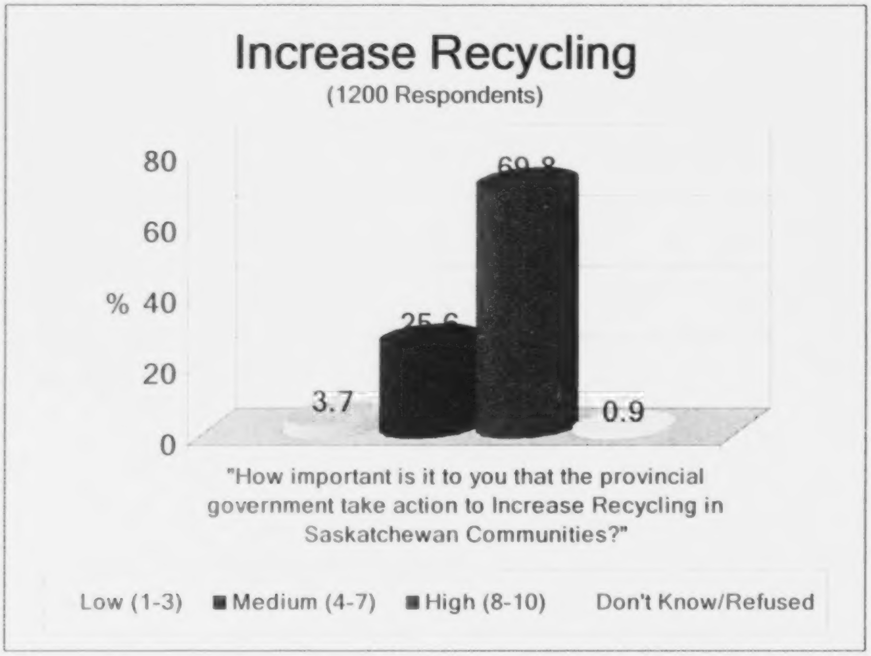
"How important is it to you that the provincial government take action to Increase Recycling in Saskatchewan Communities?"

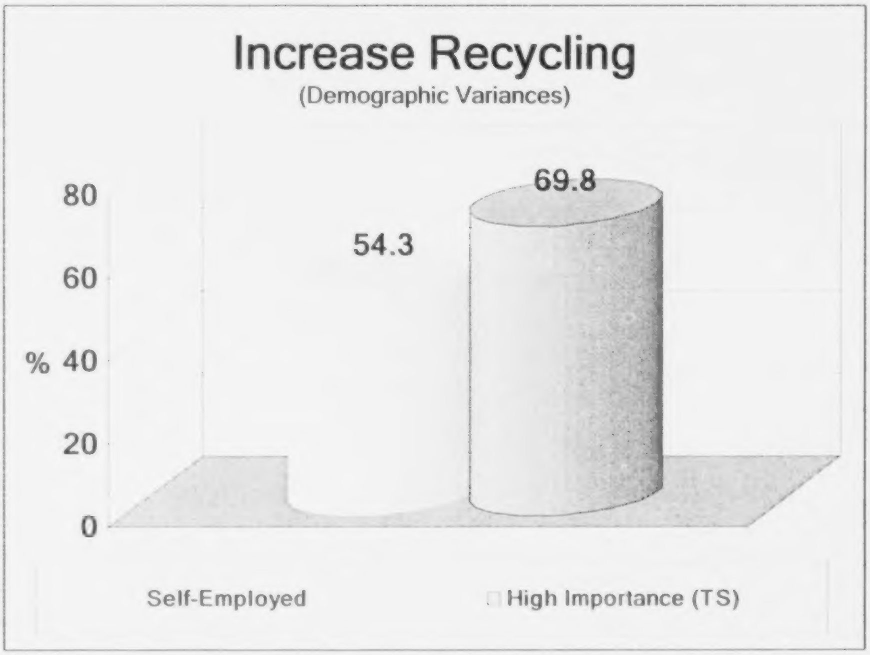

Increase Recycling

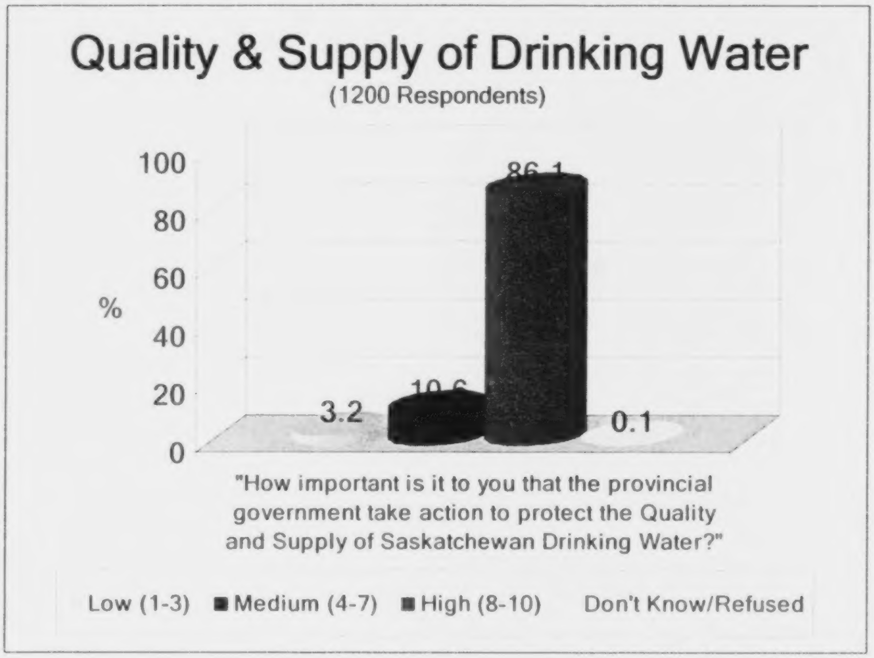
(Demographic Variances)


Reduce Pollution
(1200 Respondents)
80
60
% 40
20
0
4.3
22.9
72.4
0.4
"How important is it to you that the provincial government take action to Reduce Pollution?"
Low (1-3)
Medium (4-7)
High (8-10)
Don't Know/Refused


Reduce Pollution
(Demographic Variances)
100
80
60
%
40
20
0
60.2
61.6
72.4
81.8
82.1
Farmers/Ranchers
Self-Employed
High Importance (TS)
25-29 Age Group
Employed Part-Time


Increase Recycling
(1200 Respondents)
80
60
% 40
20
0
3.7
25.6
69.8
0.9
"How important is it to you that the provincial government take action to Increase Recycling in Saskatchewan Communities?"
Low (1-3)
Medium (4-7)
High (8-10)
Don't Know/Refused

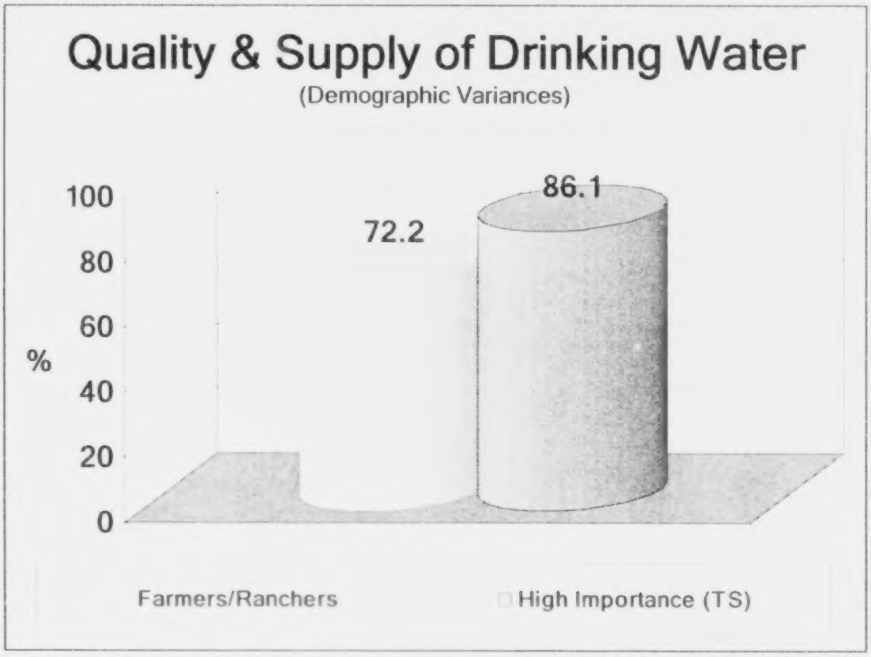

Increase Recycling
(Demographic Variances)
80
60
% 40
20
0
54.3
69.8
Self-Employed
High Importance (TS)



Quality & Supply of Drinking Water

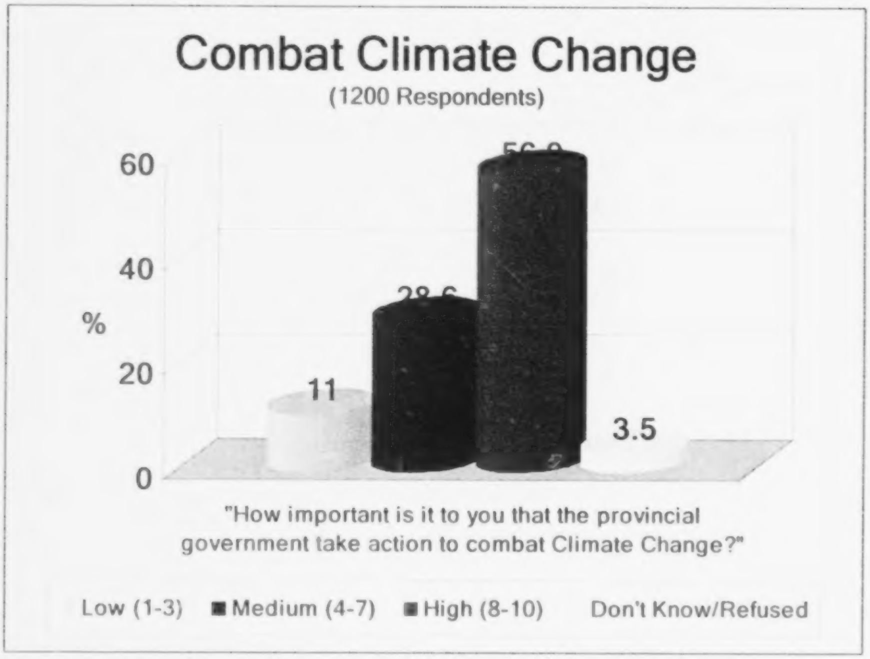
(1200 Respondents)

"How important is it to you that the provincial government take action to protect the Quality and Supply of Saskatchewan Drinking Water?"

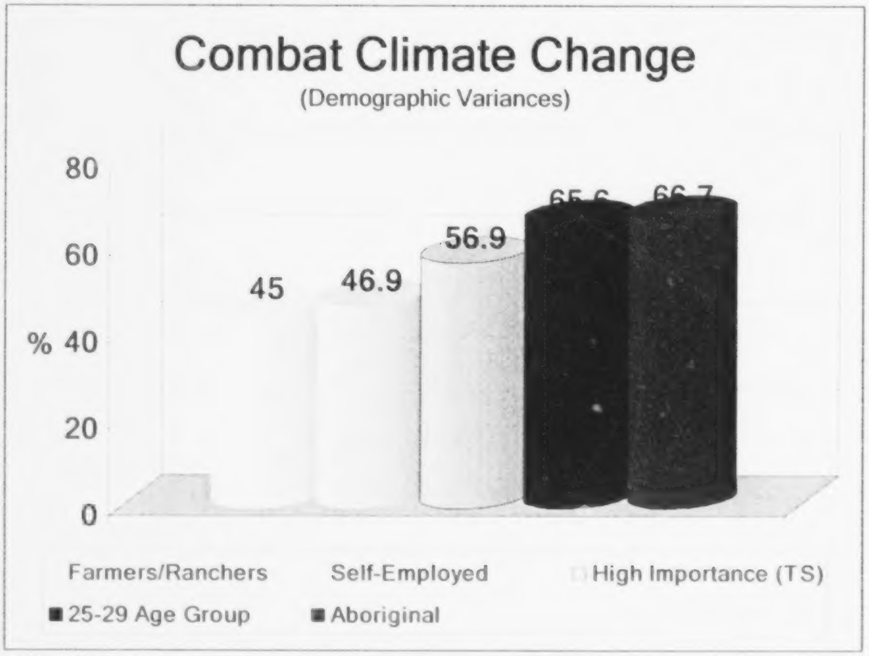


Quality & Supply of Drinking Water

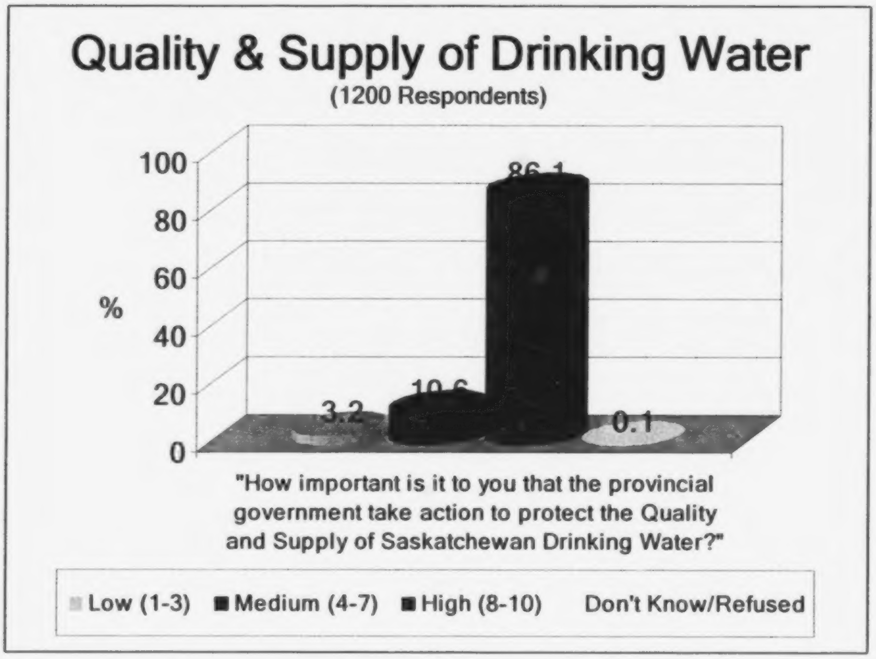
(Demographic Variances)


Combat Climate Change

(1200 Respondents)

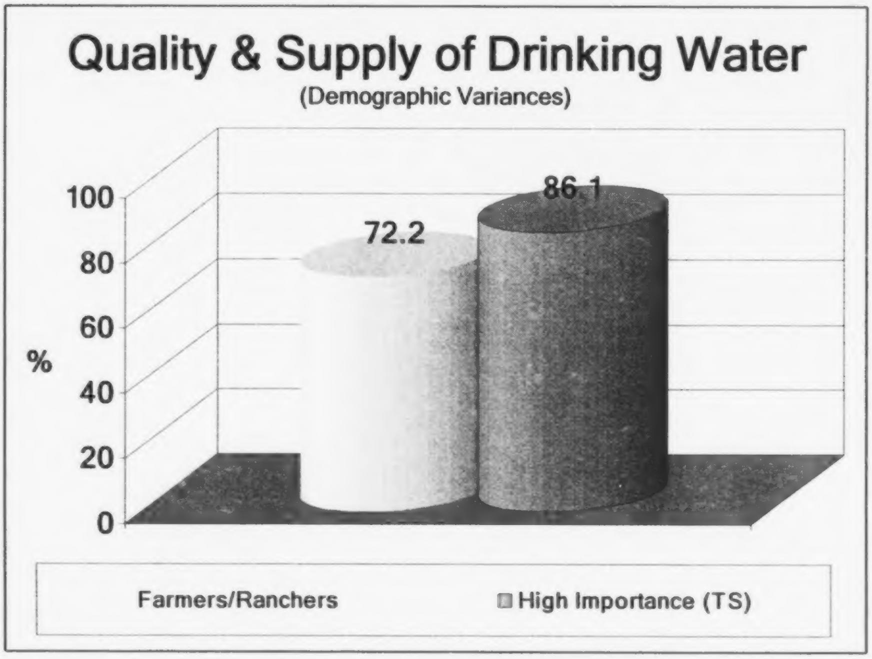

Combat Climate Change

(Demographic Variances)



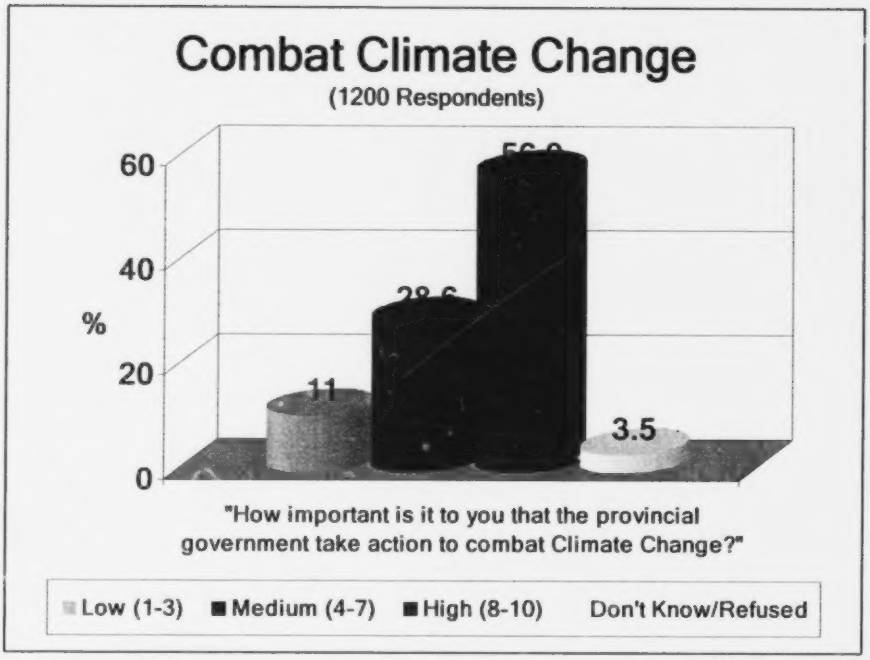
Quality & Supply of Drinking Water

(1200 Respondents)



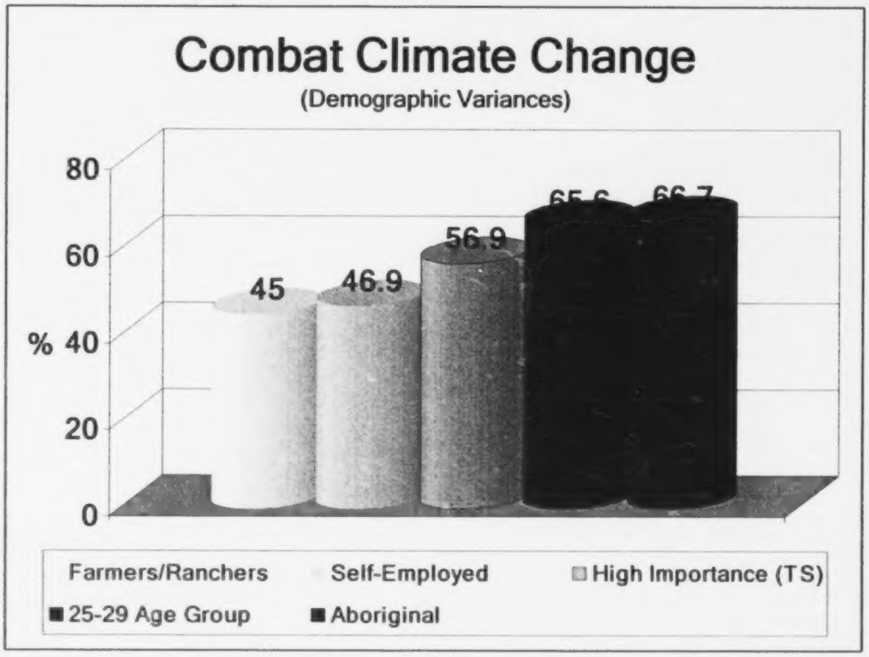
Quality & Supply of Drinking Water

(Demographic Variances)



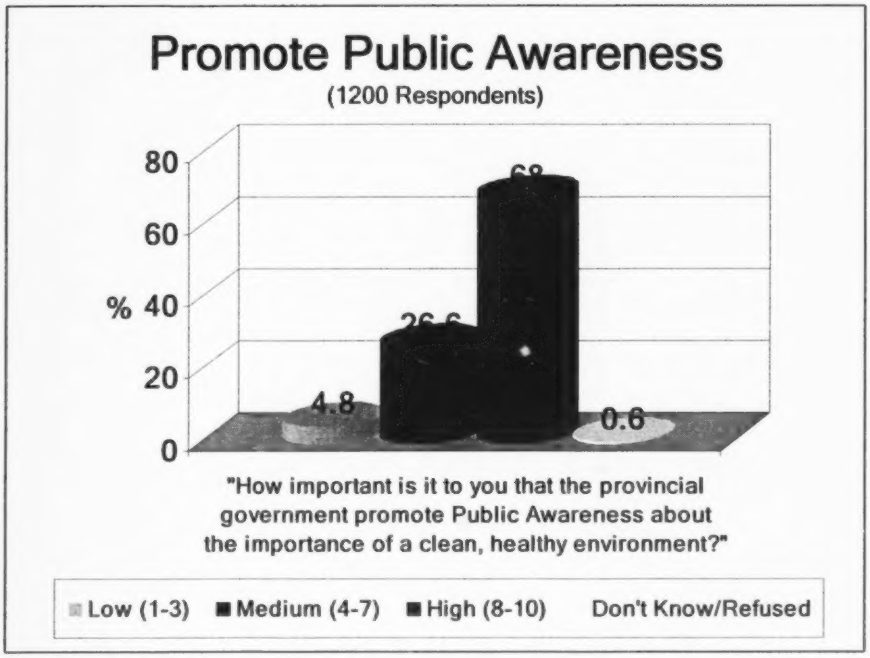
Combat Climate Change

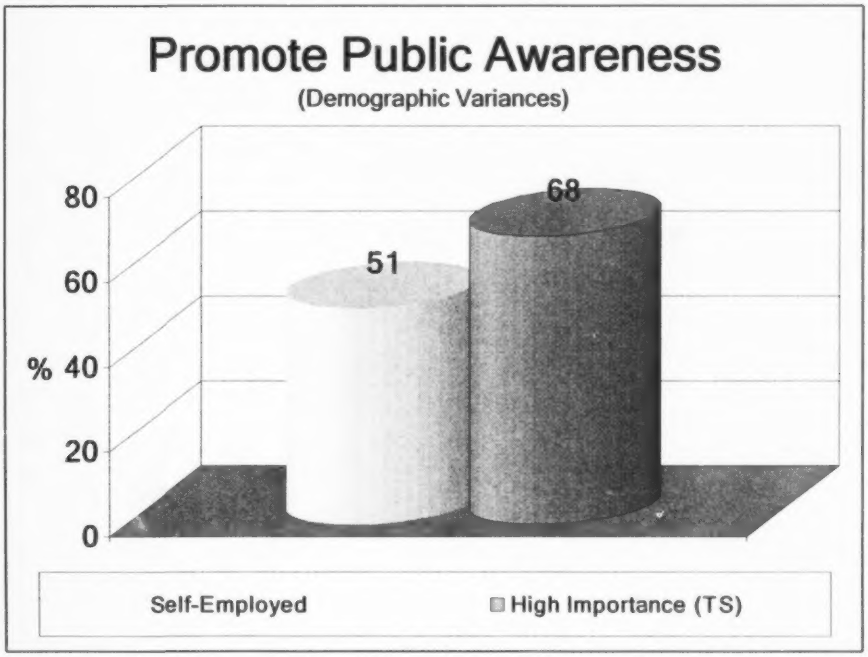
(1200 Respondents)

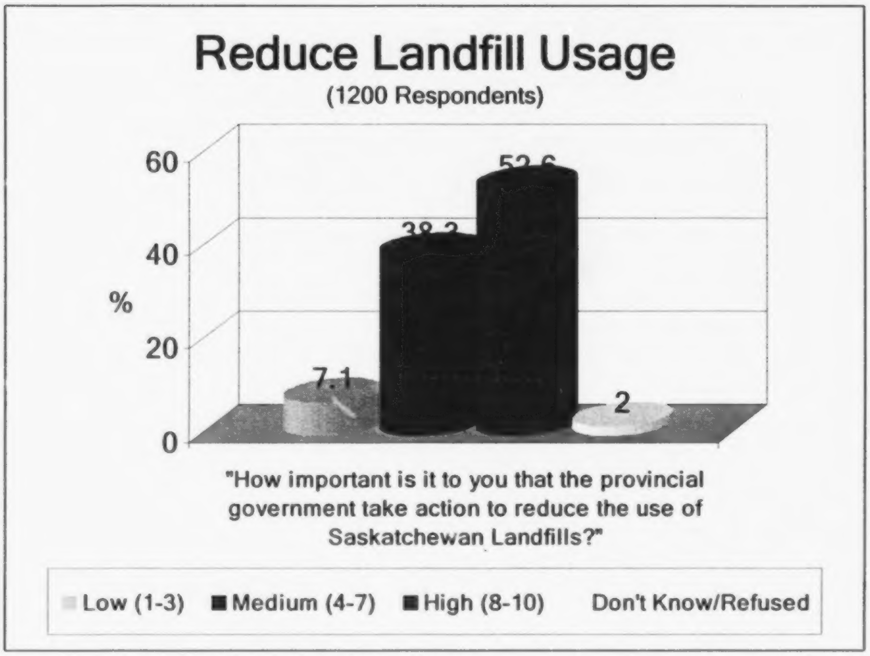


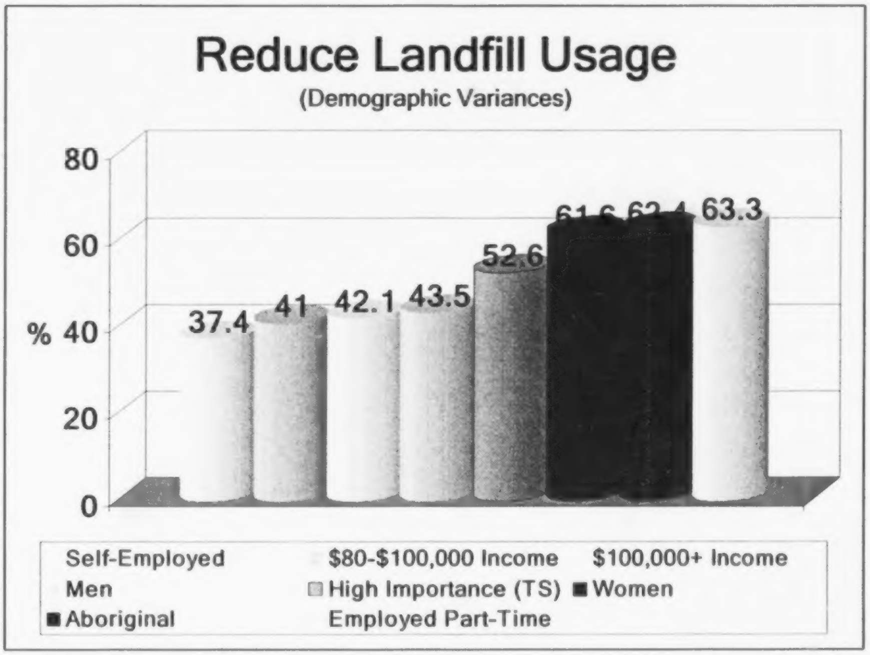
Combat Climate Change

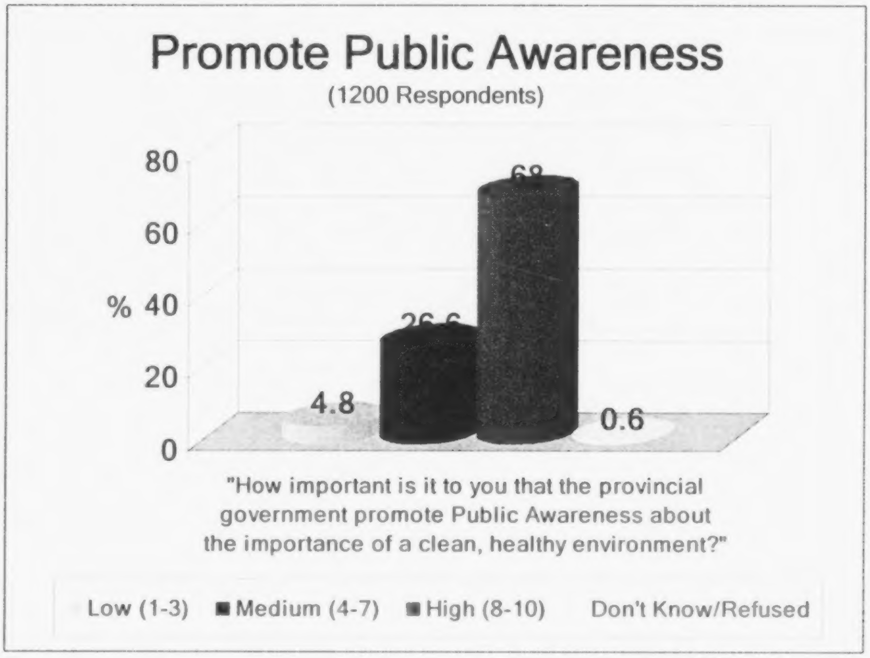
(Demographic Variances)

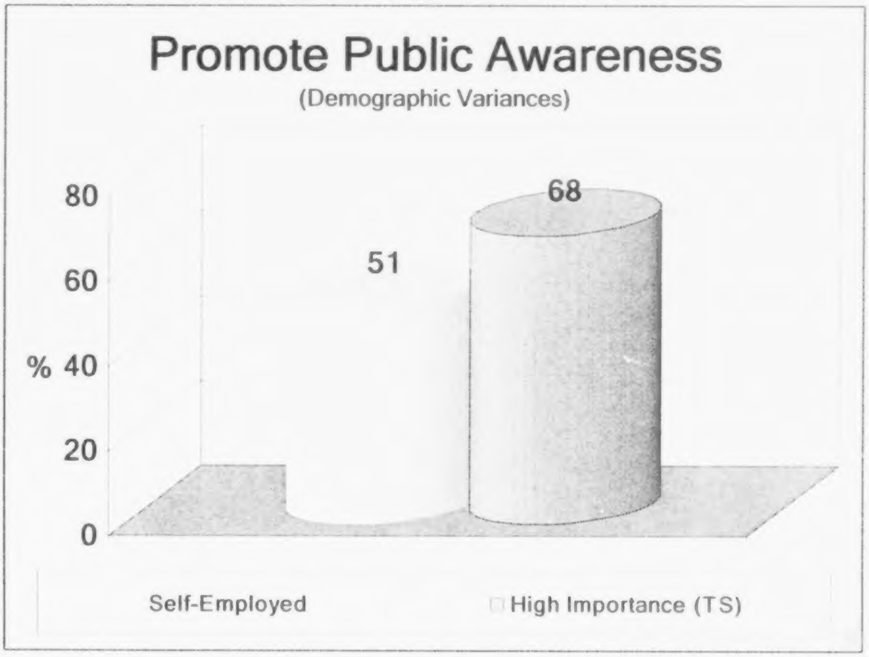

Promote Public Awareness
(1200 Respondents)
80
60
% 40
20
0
4.8
26.6
68
0.6
"How important is it to you that the provincial government promote Public Awareness about the importance of a clean, healthy environment?"
Low (1-3)
Medium (4-7)
High (8-10)
Don't Know/Refused

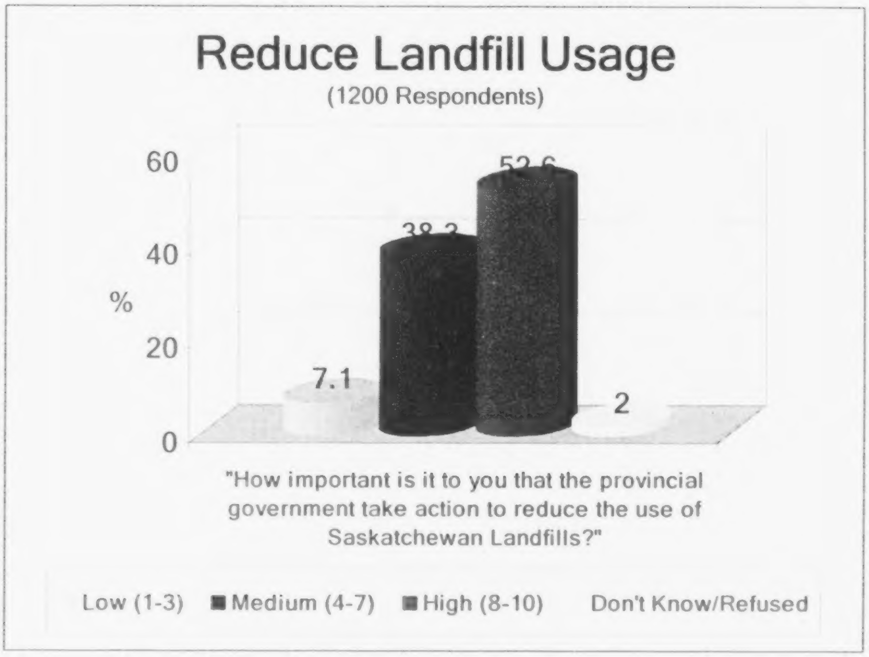

Promote Public Awareness
(Demographic Variances)
80
60
% 40
20
0
51
68
Self-Employed
High Importance (TS)


Reduce Landfill Usage
(1200 Respondents)
60
40
20
0
%
7.1
38.3
52.6
2
"How important is it to you that the provincial government take action to reduce the use of Saskatchewan Landfills?"
Low (1-3)
Medium (4-7)
High (8-10)
Don't Know/Refused


Reduce Landfill Usage
(Demographic Variances)
80
60
40
20
0
%
37.4
41
42.1
43.5
52.6
61.6
62.4
63.3
Self-Employed
$80-$100,000 Income
$100,000+ Income
Men
High Importance (TS)
Women
Aboriginal
Employed Part-Time


Promote Public Awareness
(1200 Respondents)
80
60
% 40
20
0
4.8
26.6
68
0.6
"How important is it to you that the provincial government promote Public Awareness about the importance of a clean, healthy environment?"
Low (1-3)
Medium (4-7)
High (8-10)
Don't Know/Refused

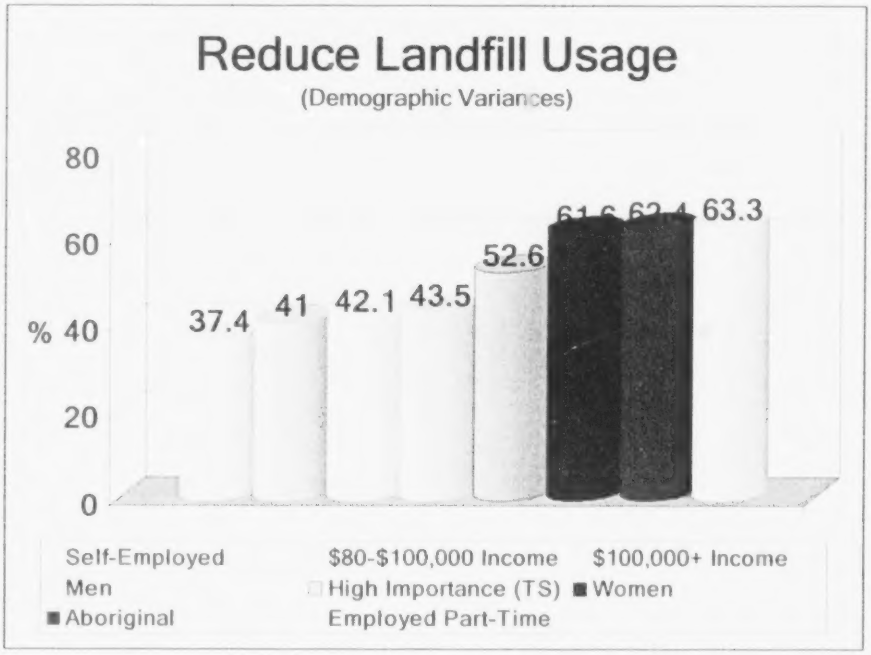

Promote Public Awareness
(Demographic Variances)
80
60
% 40
20
0
51
68
Self-Employed
High Importance (TS)



Reduce Landfill Usage

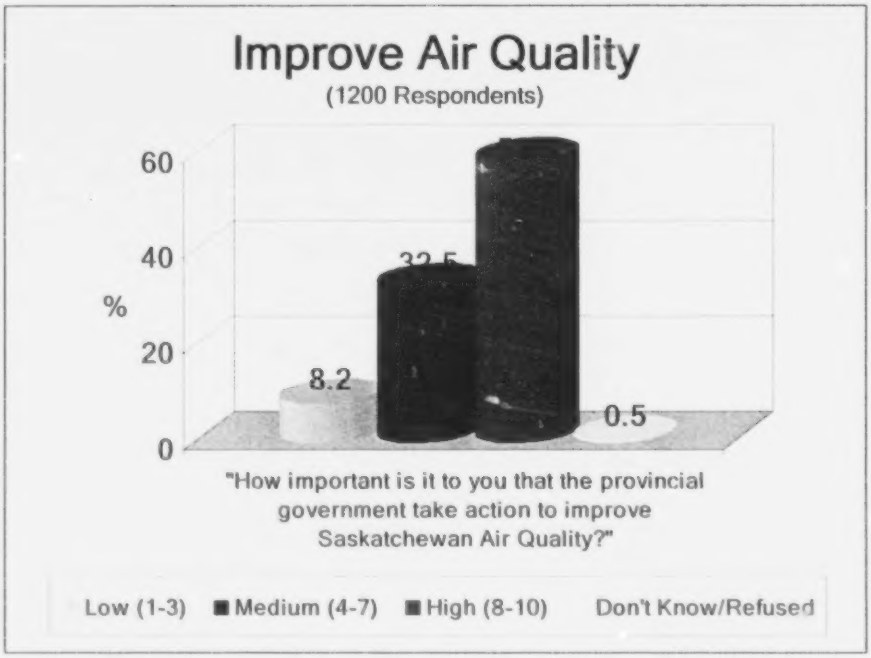
(1200 Respondents)

"How important is it to you that the provincial government take action to reduce the use of Saskatchewan Landfills?"



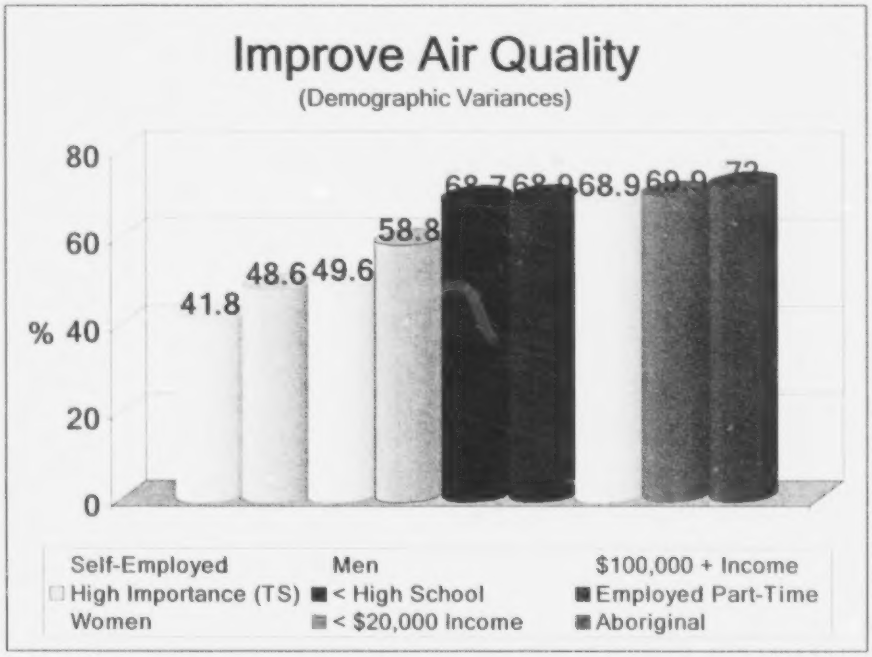
Reduce Landfill Usage

(Demographic Variances)



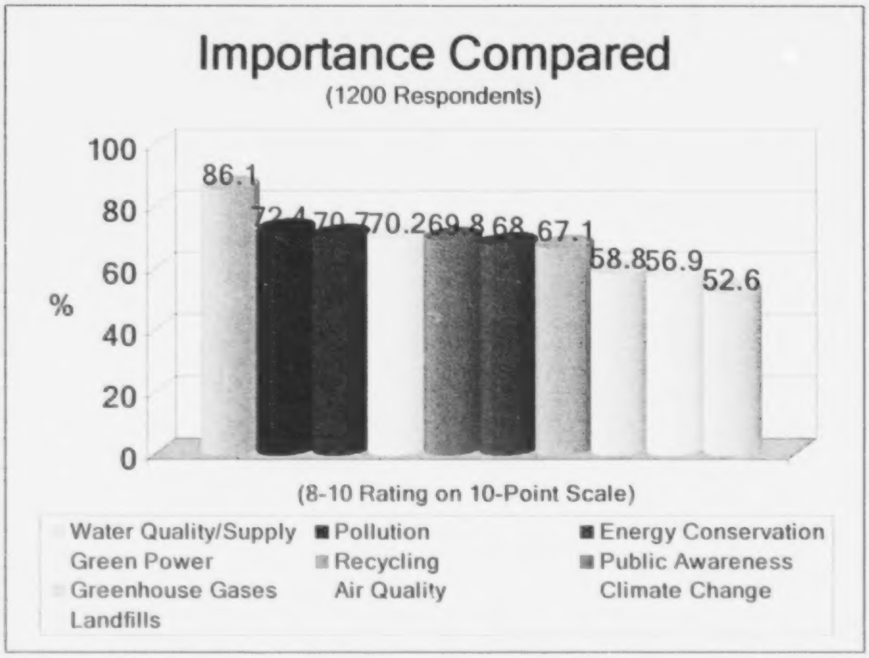
Improve Air Quality

(1200 Respondents)

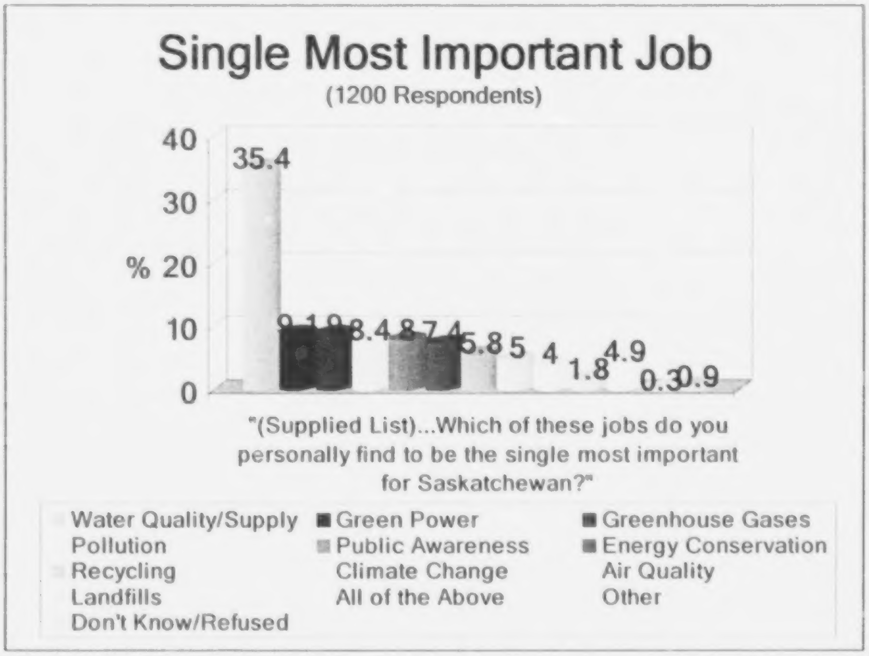


Improve Air Quality

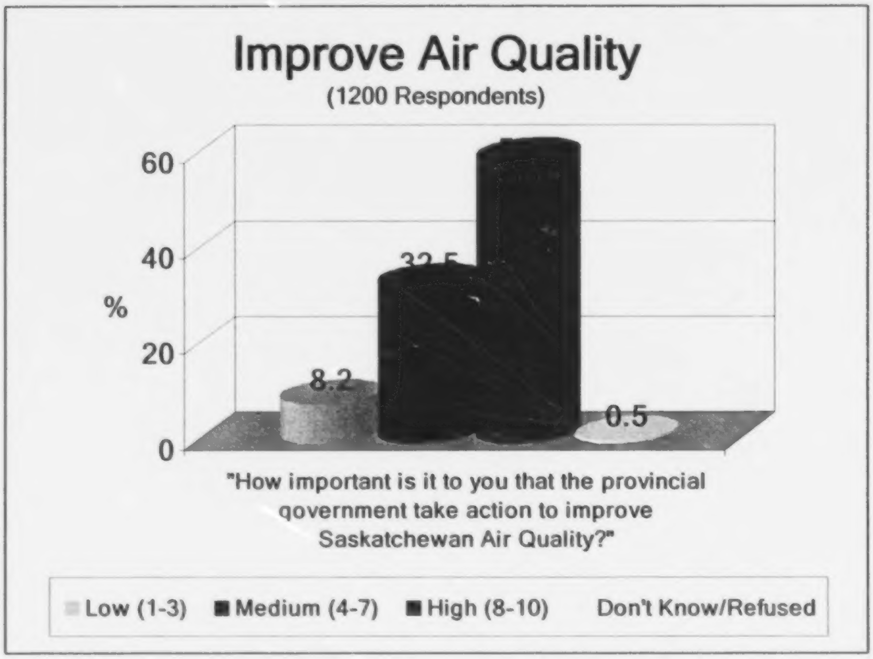
(Demographic Variances)

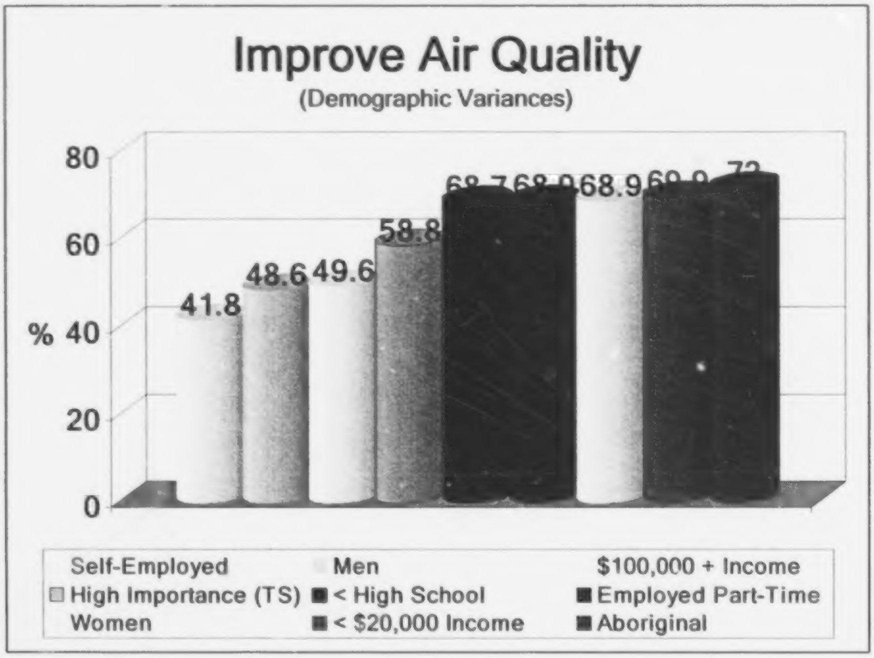

Importance Compared

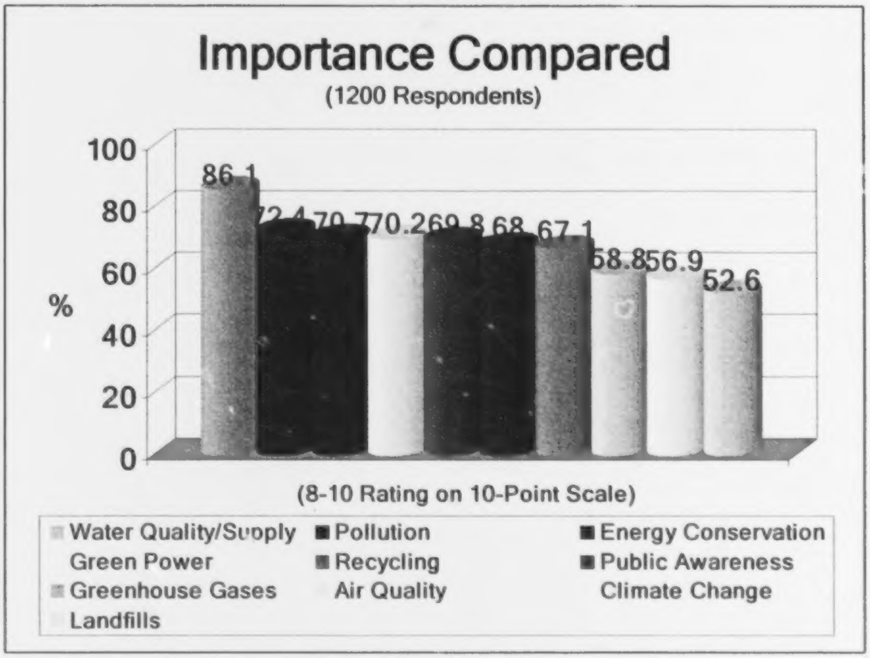
(1200 Respondents)

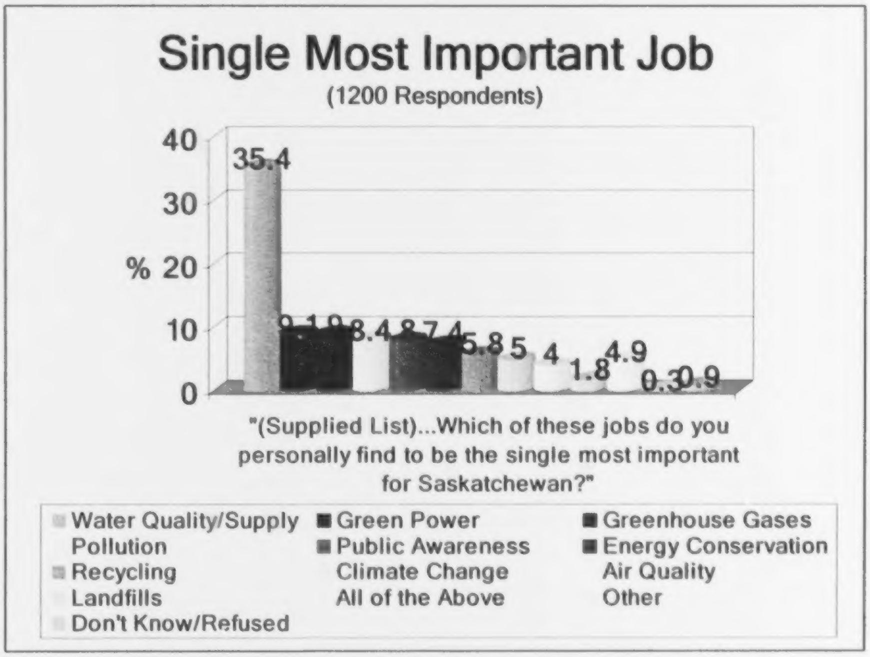

Single Most Important Job

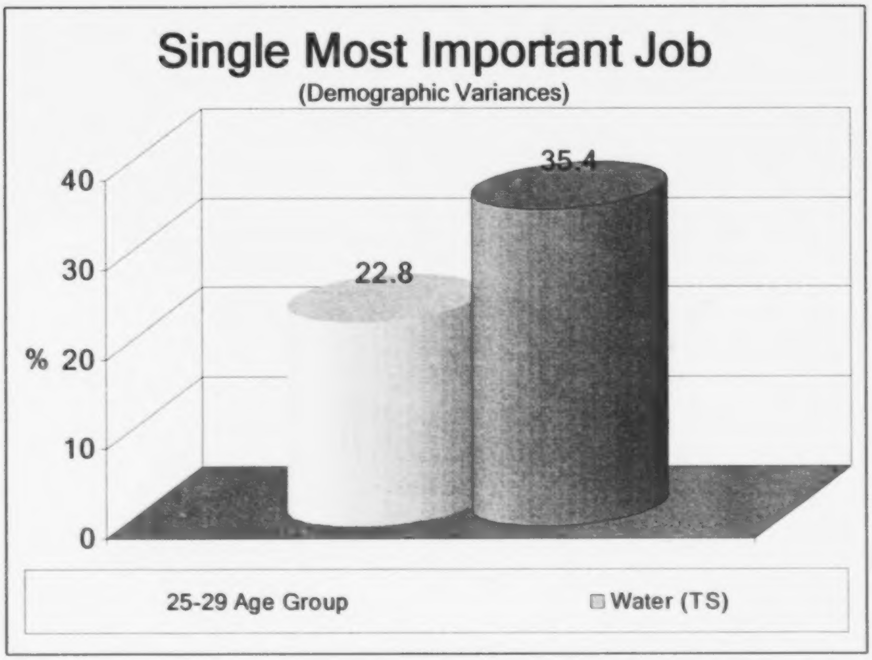
(1200 Respondents)


Improve Air Quality
(1200 Respondents)
60
40
%
20
0
8.2
32.5
0.5
"How important is it to you that the provincial government take action to improve Saskatchewan Air Quality?"
Low (1-3)
Medium (4-7)
High (8-10)
Don't Know/Refused


Improve Air Quality
(Demographic Variances)
80
60
% 40
20
0
41.8
48.6
49.6
58.8
68.7
68.9
68.9
69.9
72
Self-Employed
High Importance (TS)
Women
Men
< High School
< $20,000 Income
$100,000 + Income
Employed Part-Time
Aboriginal

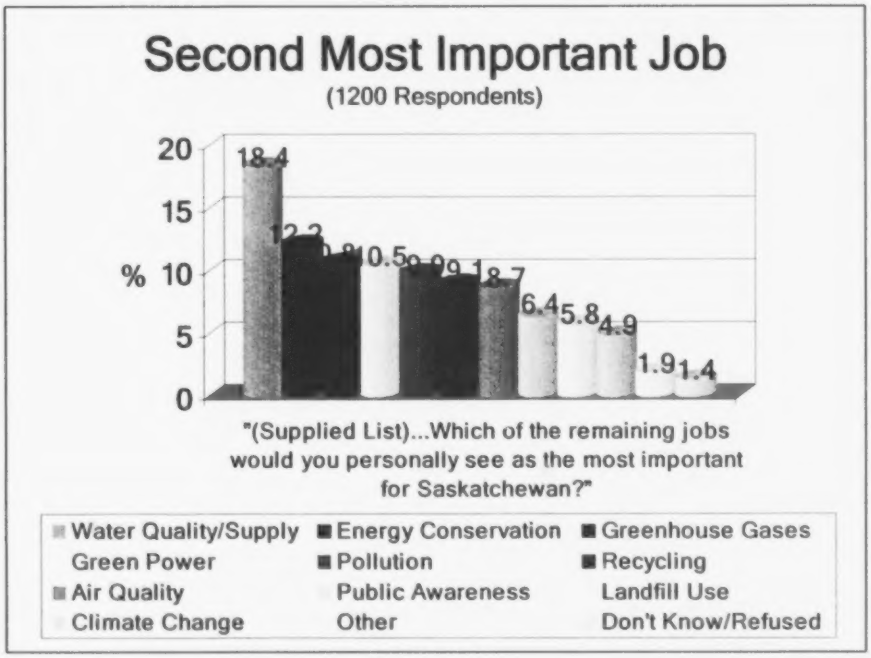

Importance Compared
(1200 Respondents)
100
80
60
40
20
0
%
86.1
72.4
70.7
70.2
69.8
68
67.1
58.8
56.9
52.6
(8-10 Rating on 10-Point Scale)
Water Quality/Supply
Pollution
Energy Conservation
Green Power
Recycling
Public Awareness
Greenhouse Gases
Air Quality
Climate Change
Landfills


Single Most Important Job
(1200 Respondents)
40
30
20
10
0
%
35.4
9.1
9
8.4
8
7.4
5.8
5
4
1.8
4.9
0.3
0.9
"(Supplied List)...Which of these jobs do you personally find to be the single most important for Saskatchewan?"
Water Quality/Supply
Green Power
Greenhouse Gases
Pollution
Public Awareness
Energy Conservation
Recycling
Climate Change
Air Quality
Landfills
All of the Above
Other
Don't Know/Refused



Single Most Important Job

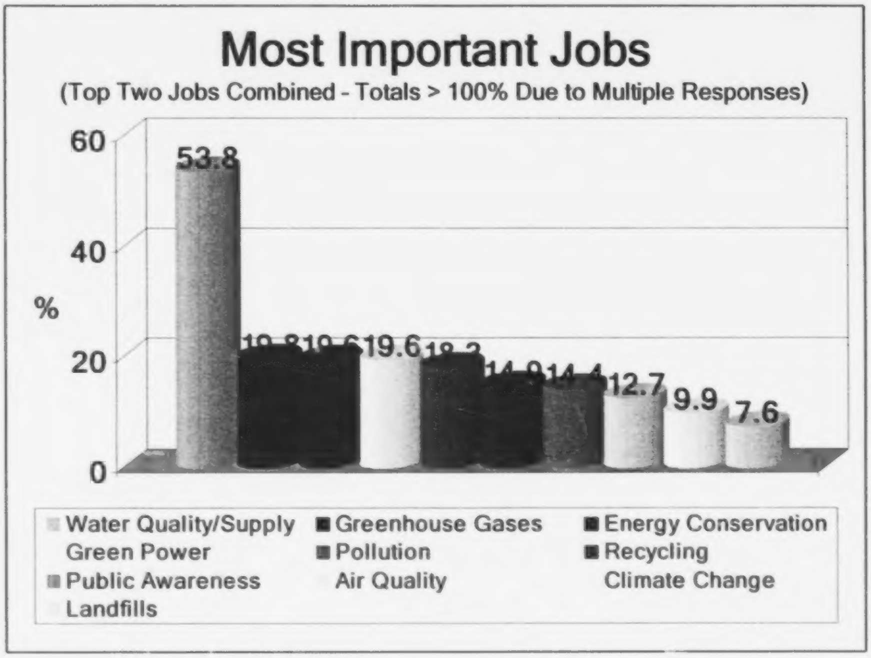
(Demographic Variances)



Second Most Important Job

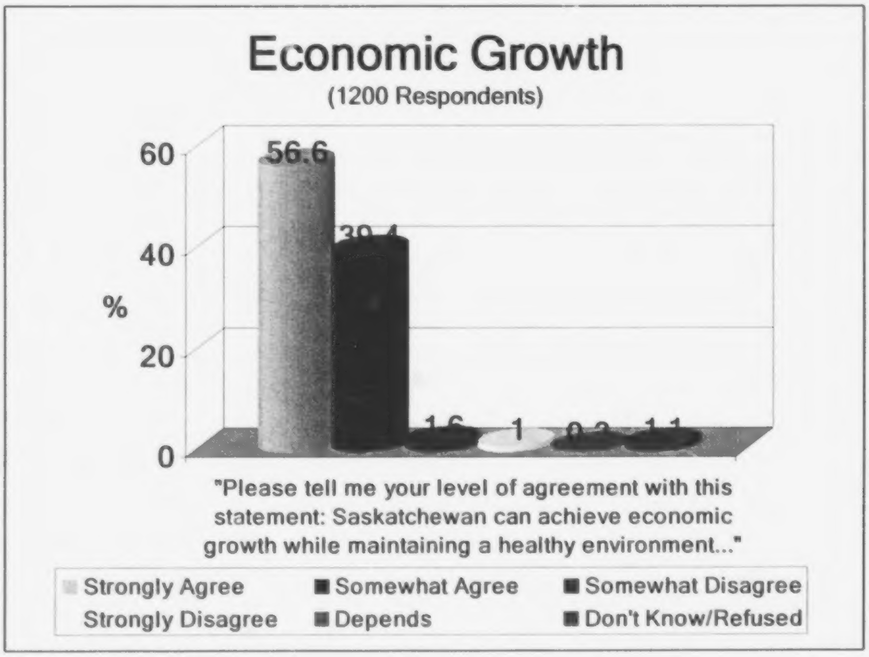
(1200 Respondents)

"(Supplied List)...Which of the remaining jobs would you personally see as the most important for Saskatchewan?"



Most Important Jobs

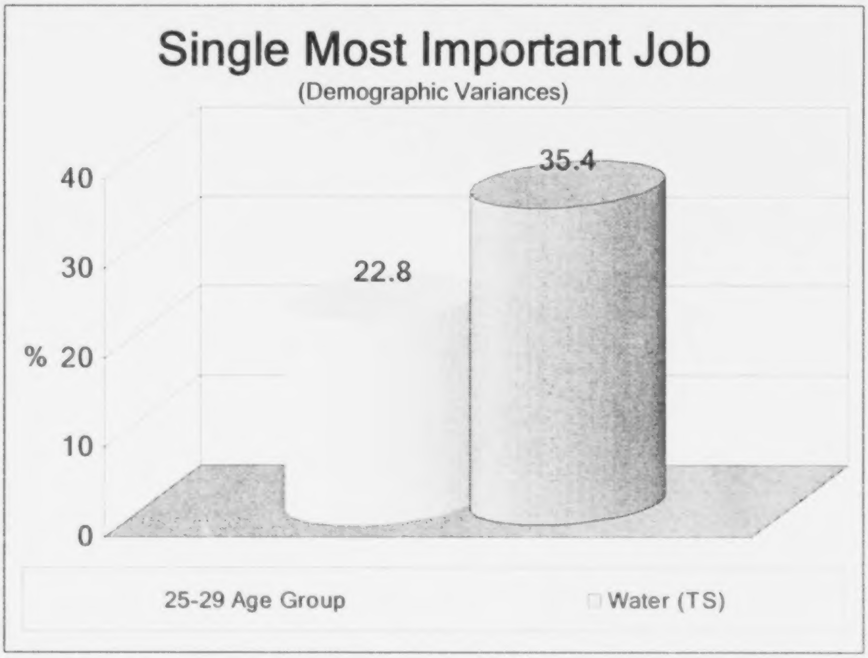
(Top Two Jobs Combined - Totals > 100% Due to Multiple Responses)



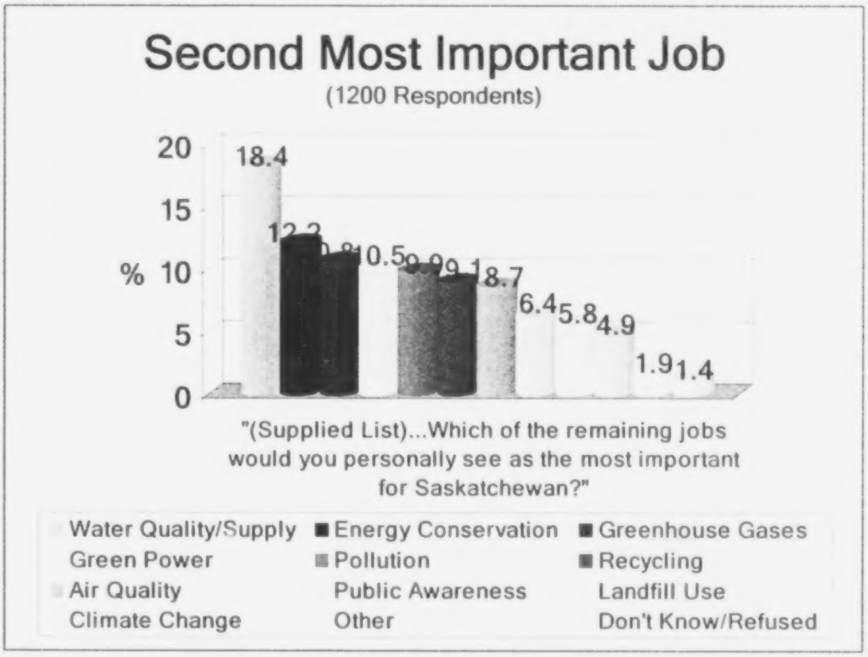
Economic Growth

(1200 Respondents)

"Please tell me your level of agreement with this statement: Saskatchewan can achieve economic growth while maintaining a healthy environment..."

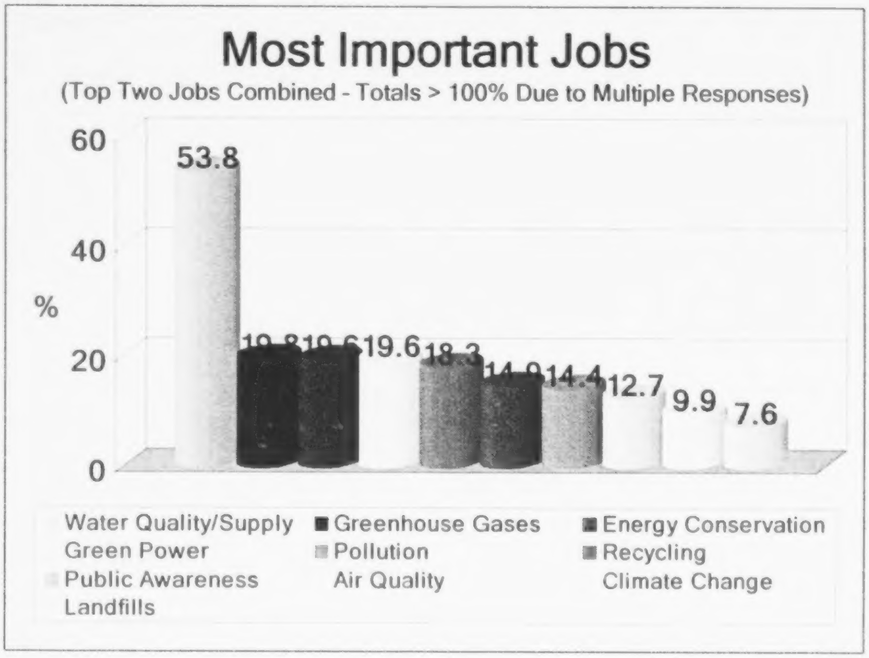

Single Most Important Job

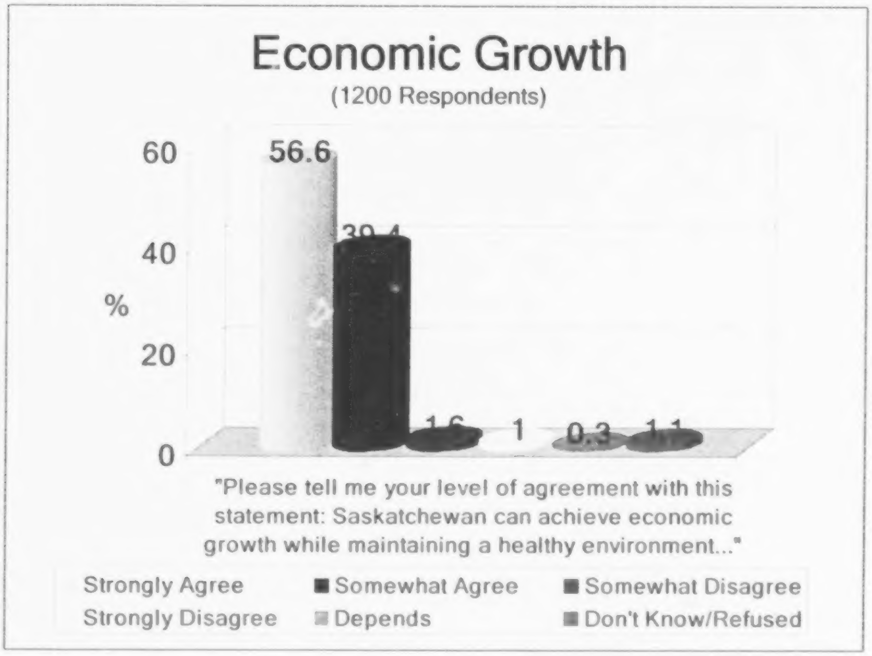
(Demographic Variances)


Second Most Important Job

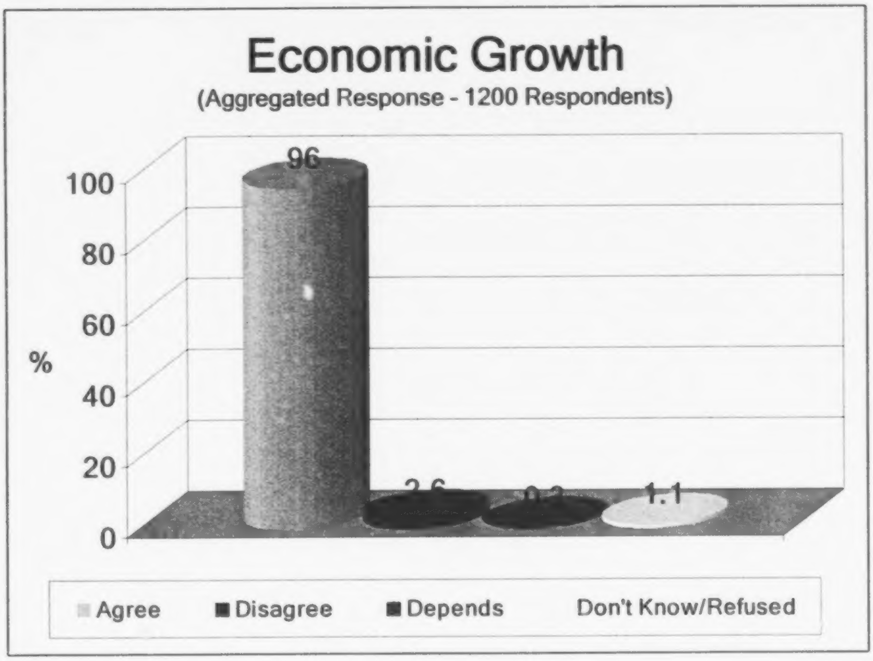
(1200 Respondents)

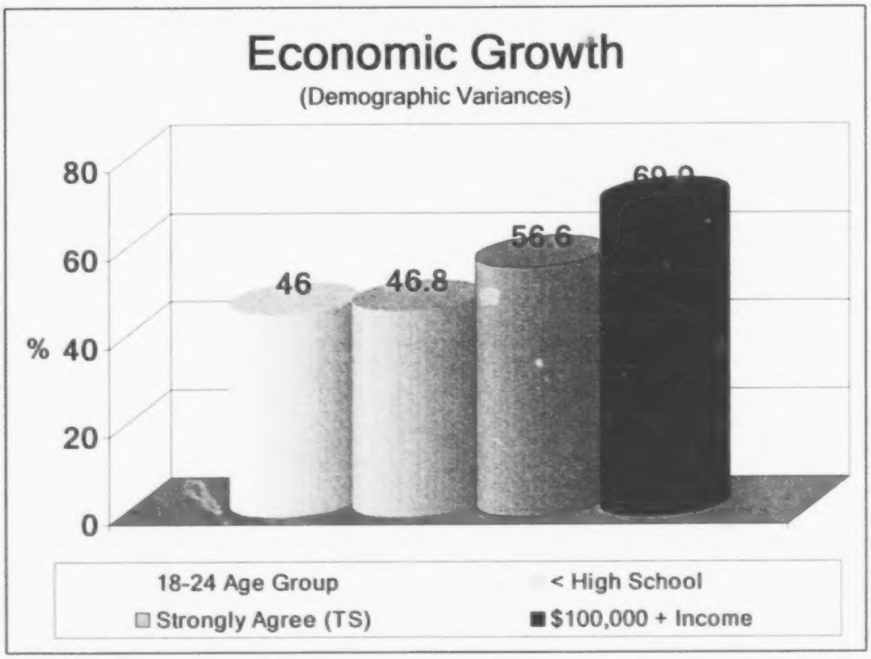
"(Supplied List)...Which of the remaining jobs would you personally see as the most important for Saskatchewan?"

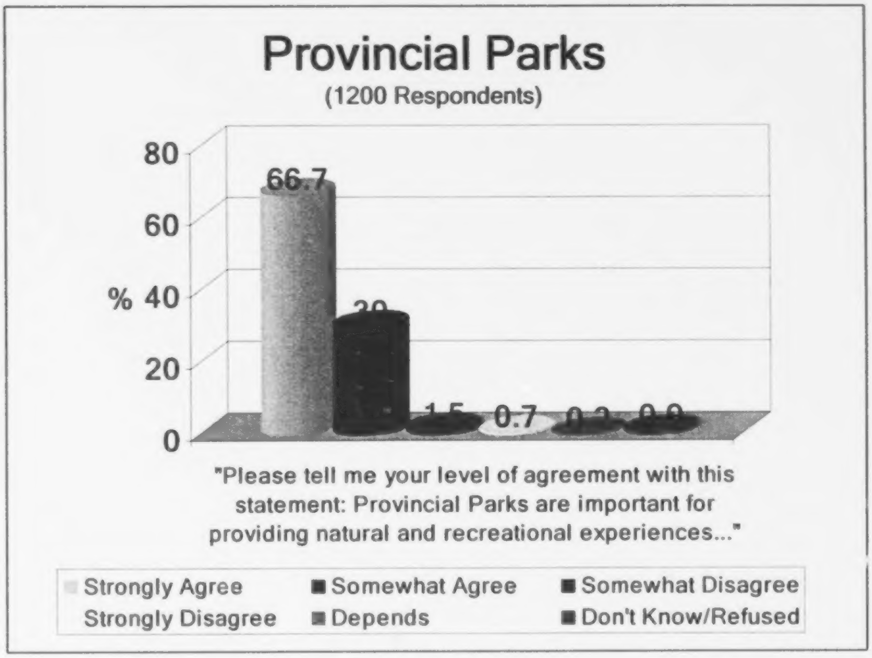


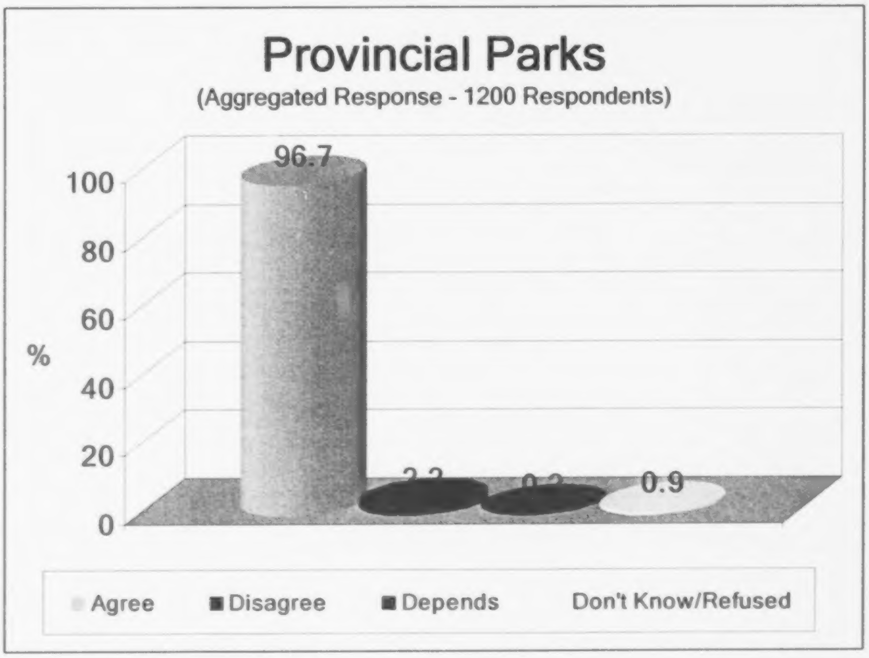


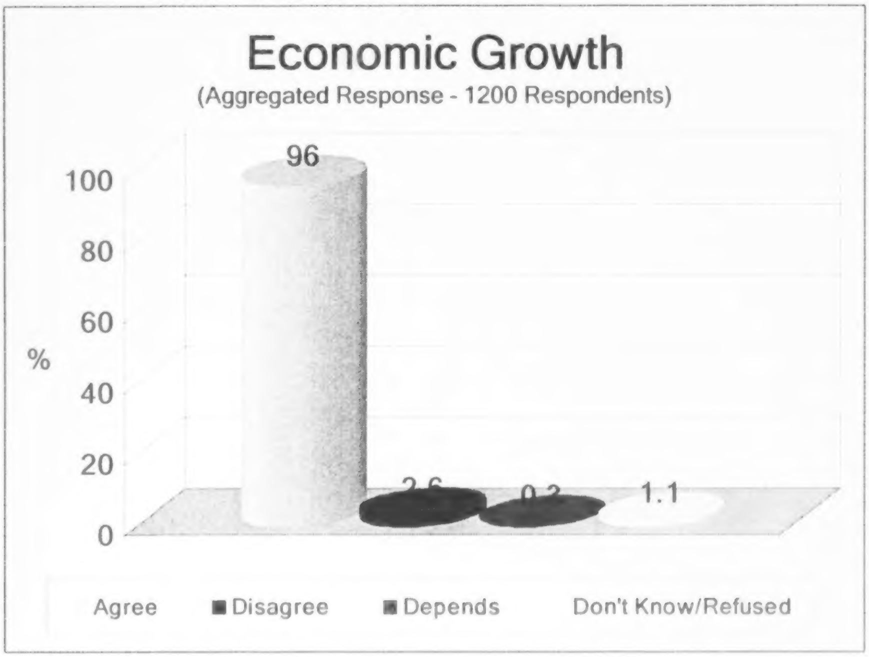
"Please tell me your level of agreement with this statement: Saskatchewan can achieve economic growth while maintaining a healthy environment..."

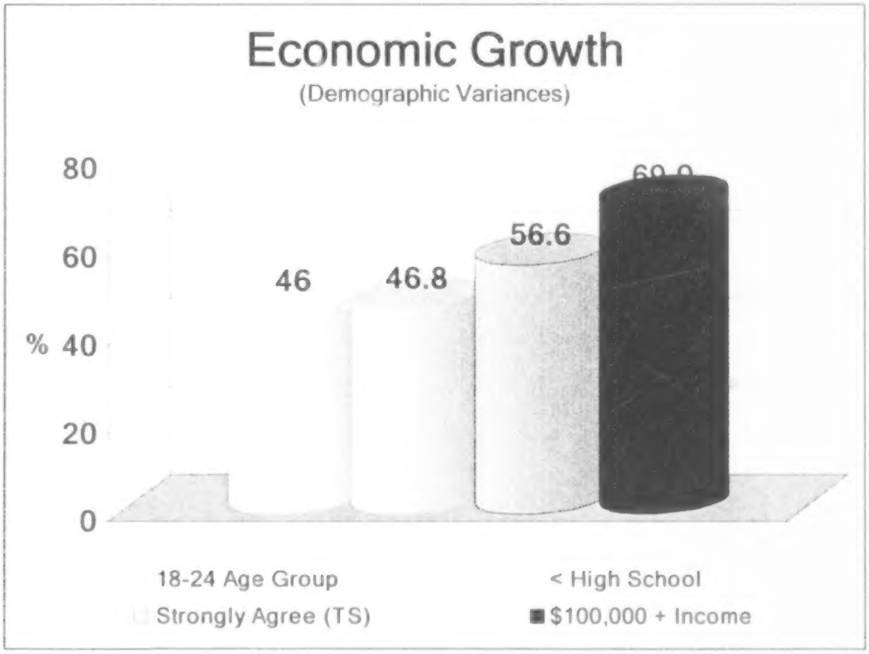

Economic Growth
(Aggregated Response - 1200 Respondents)
100
80
60
40
20
0
%
96
2.6
0.3
1.1
Agree
Disagree
Depends
Don't Know/Refused

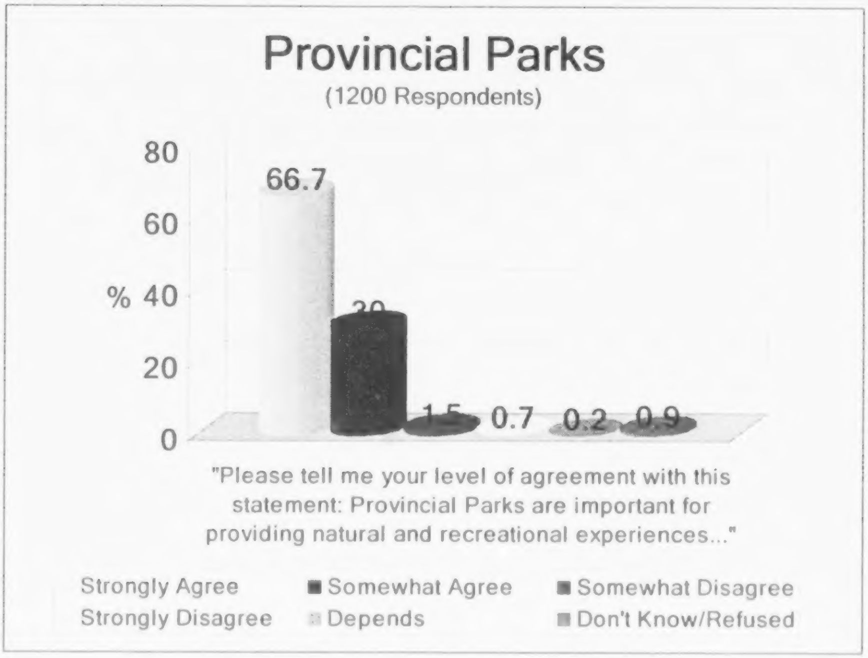

Economic Growth
(Demographic Variances)
80
60
40
20
0
%
46
46.8
56.6
69.9
18-24 Age Group
< High School
Strongly Agree (TS)
$100,000 + Income

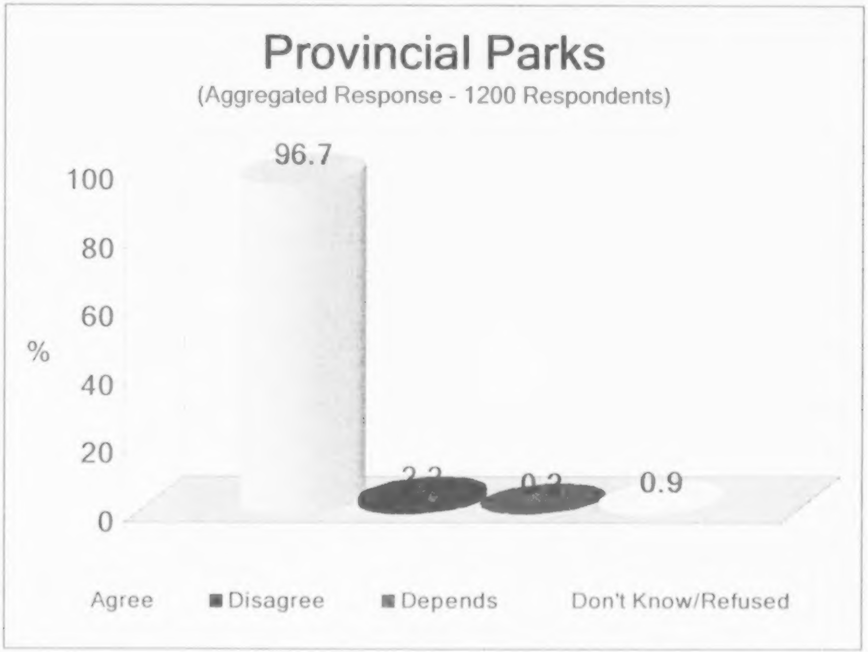

Provincial Parks
(1200 Respondents)
80
60
% 40
20
0
66.7
30
1.5
0.7
0.2
0.9
"Please tell me your level of agreement with this statement: Provincial Parks are important for providing natural and recreational experiences..."
Strongly Agree
Somewhat Agree
Somewhat Disagree
Strongly Disagree
Depends
Don't Know/Refused

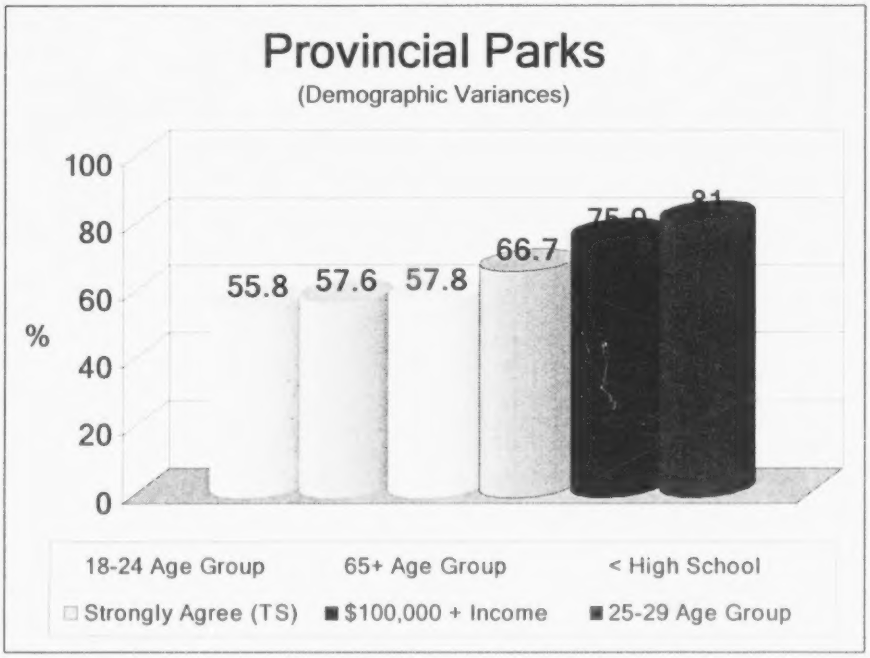

Provincial Parks
(Aggregated Response - 1200 Respondents)
100
80
60
%
40
20
0
96.7
2.2
0.2
0.9
Agree
Disagree
Depends
Don't Know/Refused

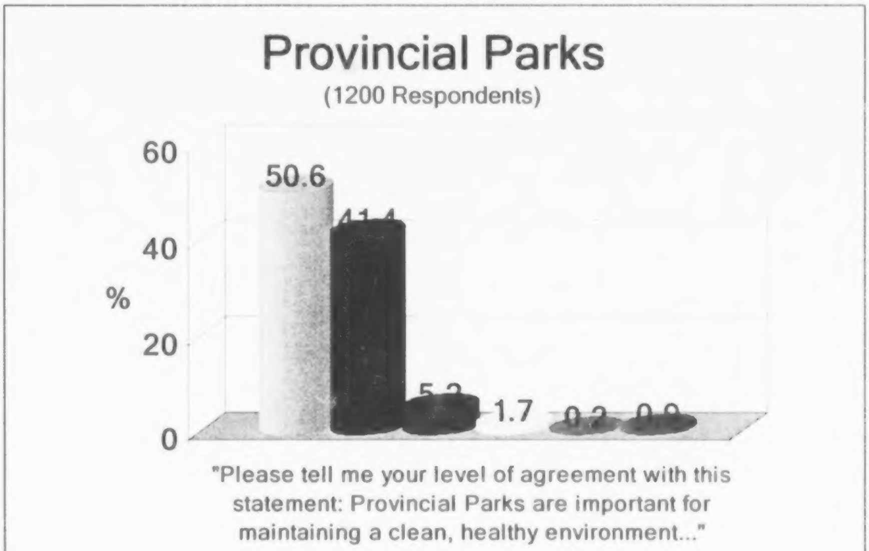

Economic Growth
(Aggregated Response - 1200 Respondents)
100
80
60
%
40
20
0
96
2.6
0.2
1.1
Agree
■ Disagree
■ Depends
Don't Know/Refused


Economic Growth
(Demographic Variances)
80
60
% 40
20
0
46
46.8
56.6
69.0
18-24 Age Group
< High School
Strongly Agree (TS)
■ $100,000 + Income

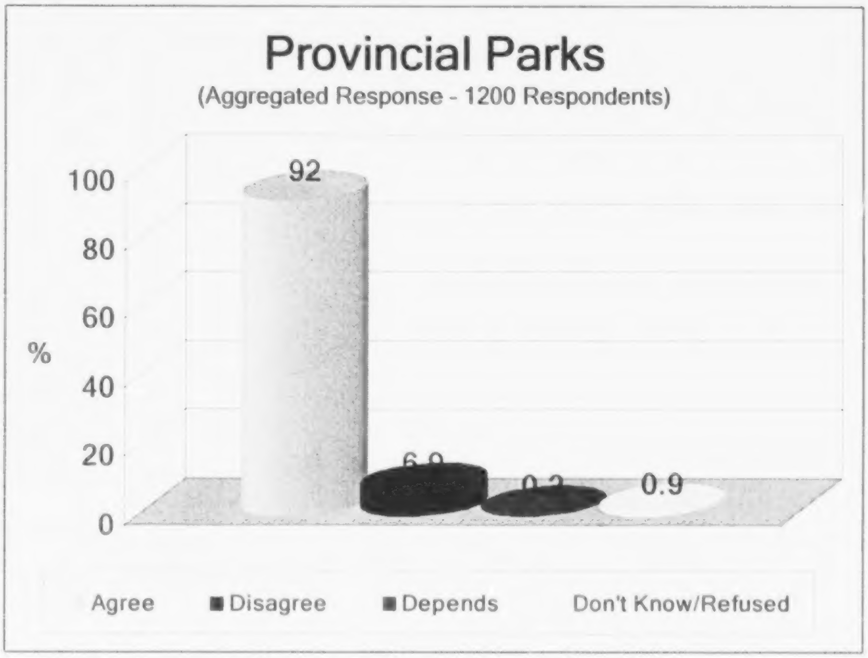

Provincial Parks
(1200 Respondents)
80
60
% 40
20
0
66.7
30
1.5
0.7
0.2
0.9
"Please tell me your level of agreement with this statement: Provincial Parks are important for providing natural and recreational experiences..."
Strongly Agree
Somewhat Agree
Somewhat Disagree
Strongly Disagree
Depends
Don't Know/Refused

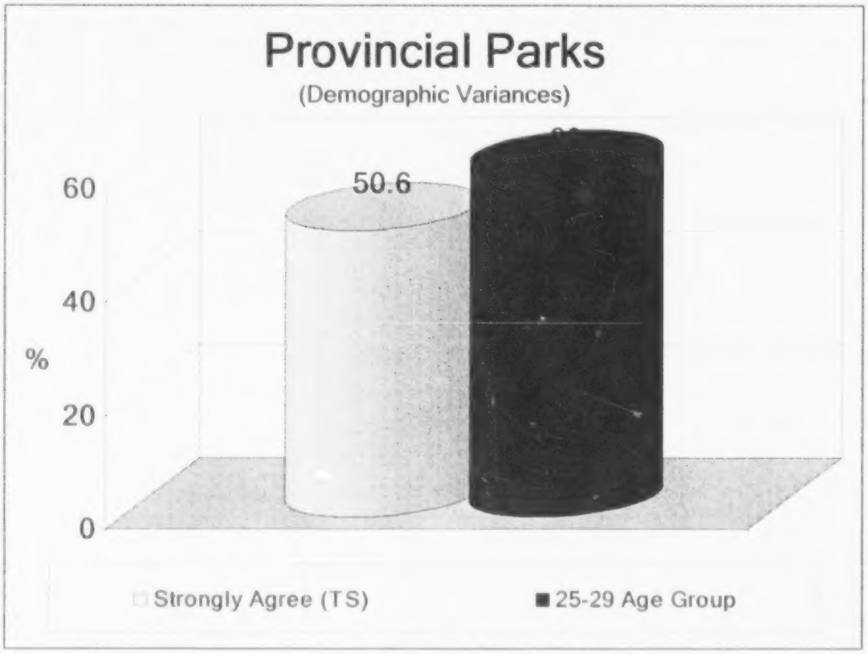

Provincial Parks
(Aggregated Response - 1200 Respondents)
100
80
60
%
40
20
0
96.7
2.2
0.2
0.9
Agree
Disagree
Depends
Don't Know/Refused

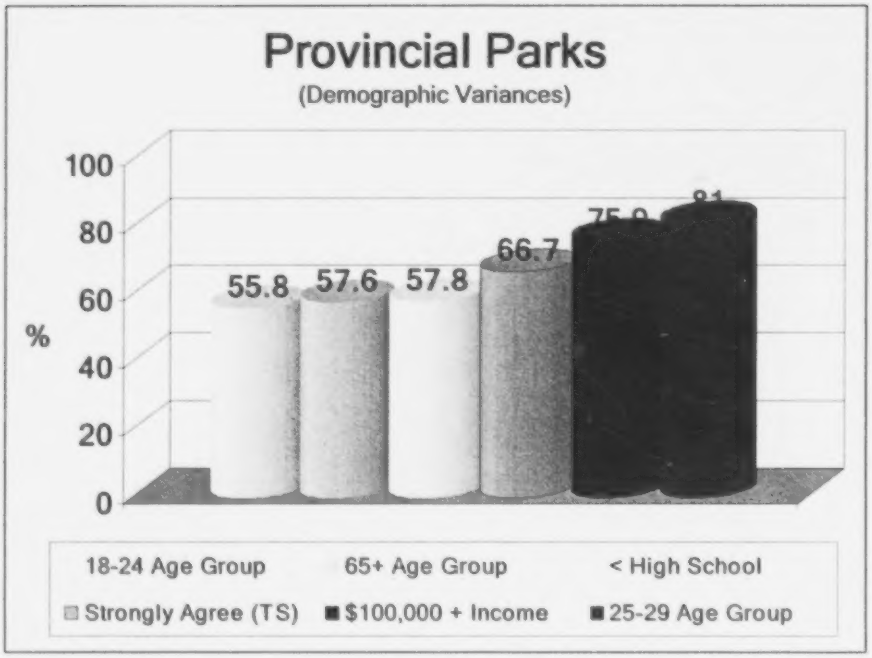




"Please tell me your level of agreement with this statement: Provincial Parks are important for maintaining a clean, healthy environment..."

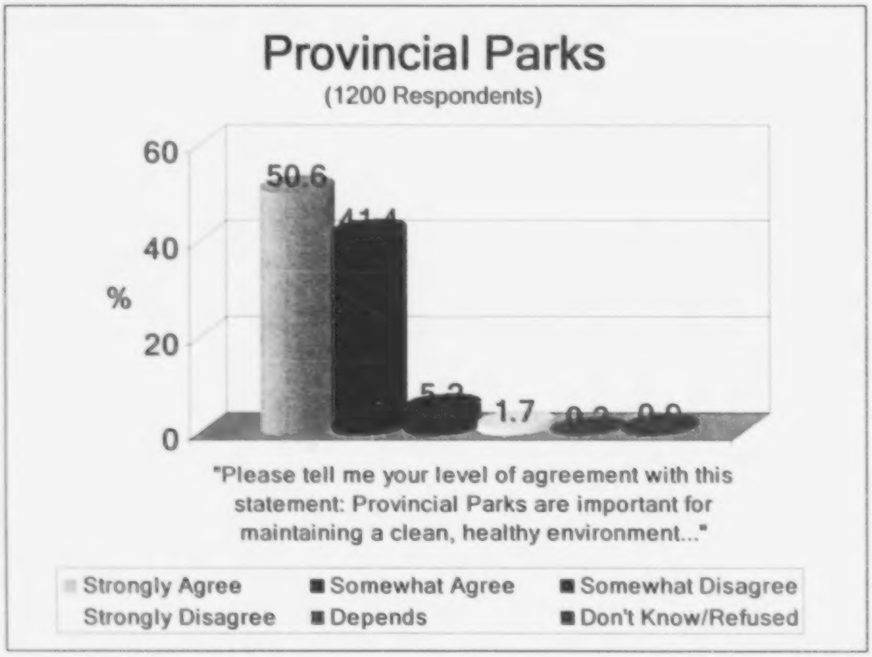

Provincial Parks
(Aggregated Response - 1200 Respondents)


Provincial Parks
(Demographic Variances)



Provincial Parks

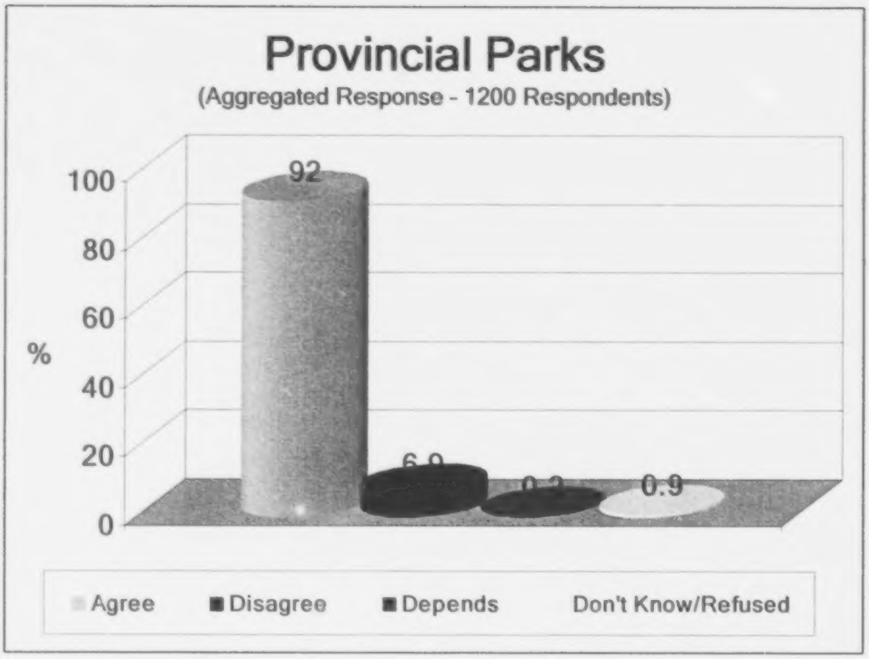
(Demographic Variances)

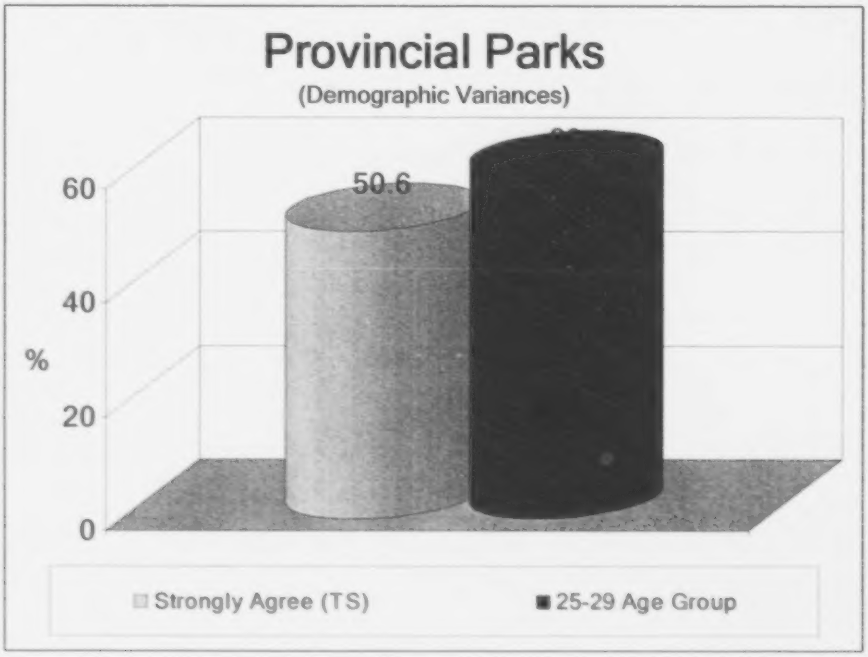


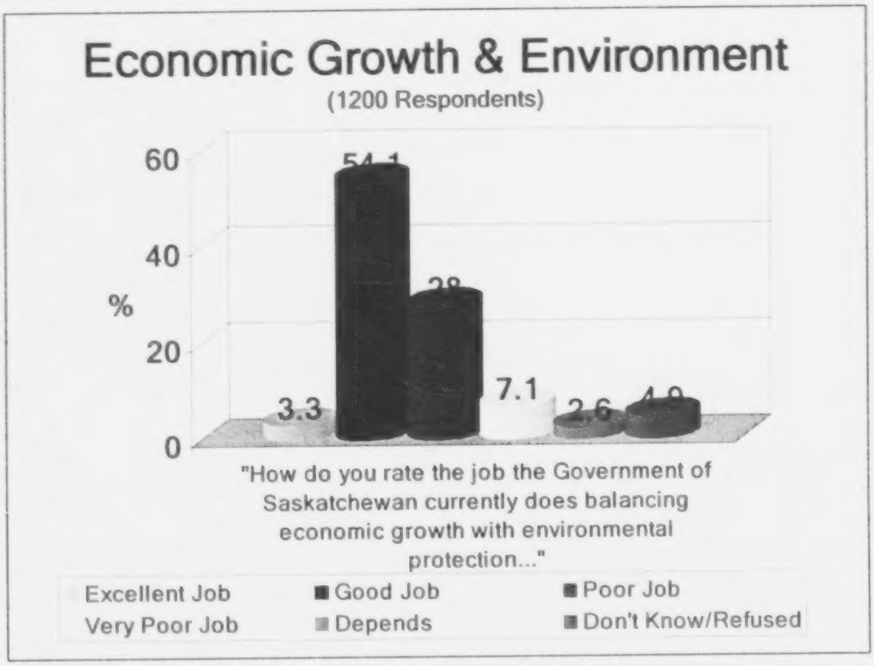
Provincial Parks

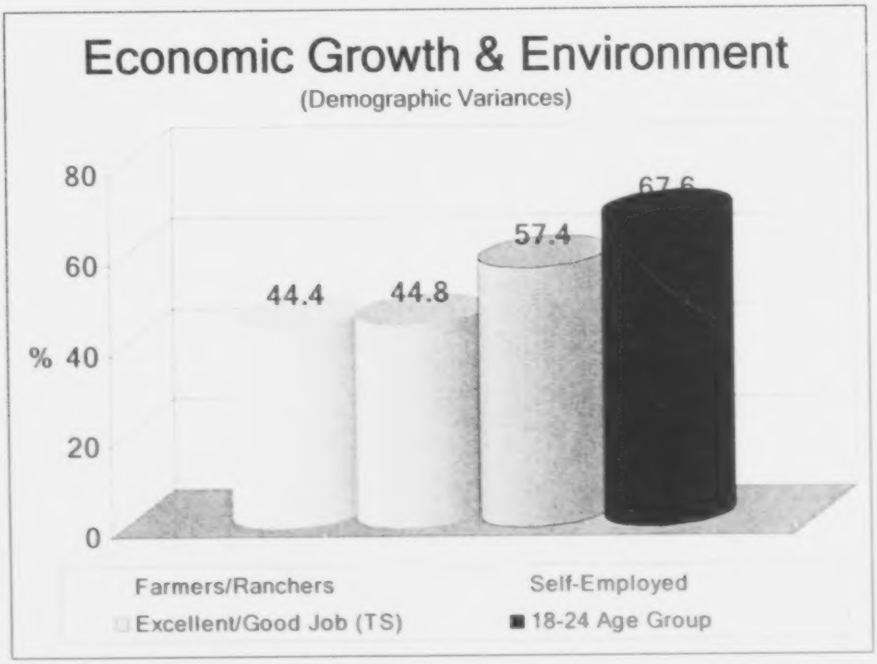
(1200 Respondents)

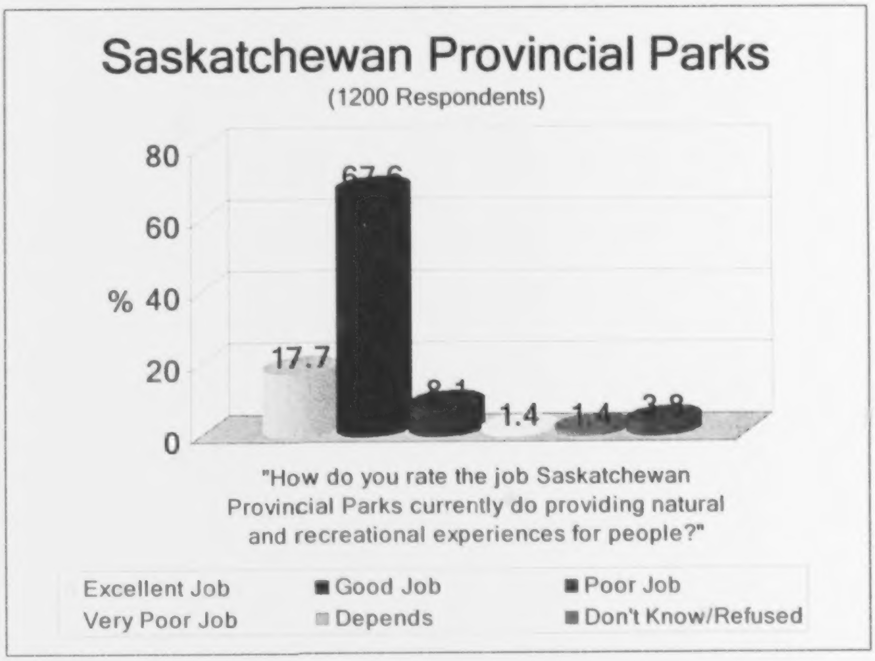
"Please tell me your level of agreement with this statement: Provincial Parks are important for maintaining a clean, healthy environment..."

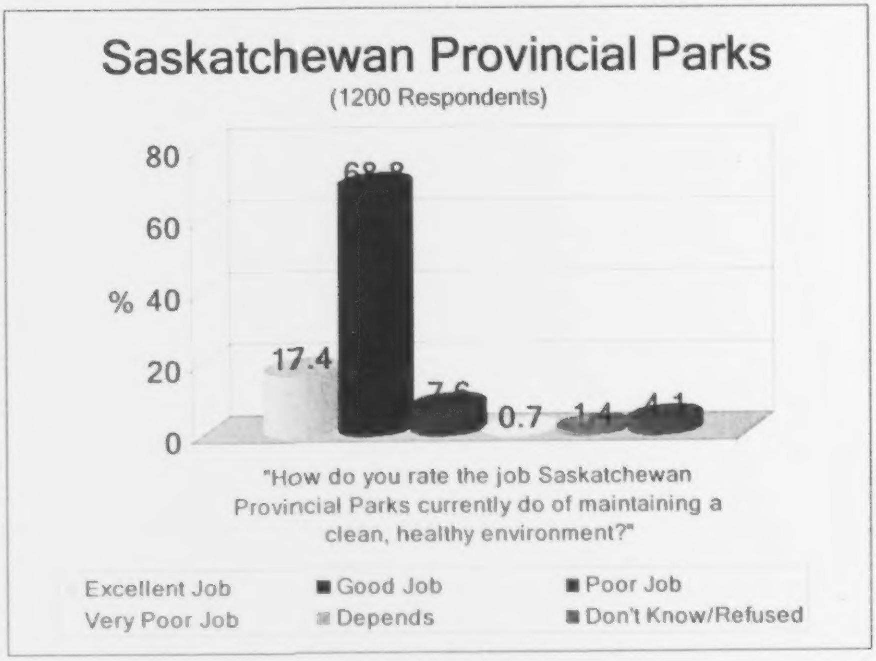

Provincial Parks
(Aggregated Response - 1200 Respondents)
100
80
60
40
20
0
%
92
6.9
0.2
0.9
Agree
Disagree
Depends
Don't Know/Refused

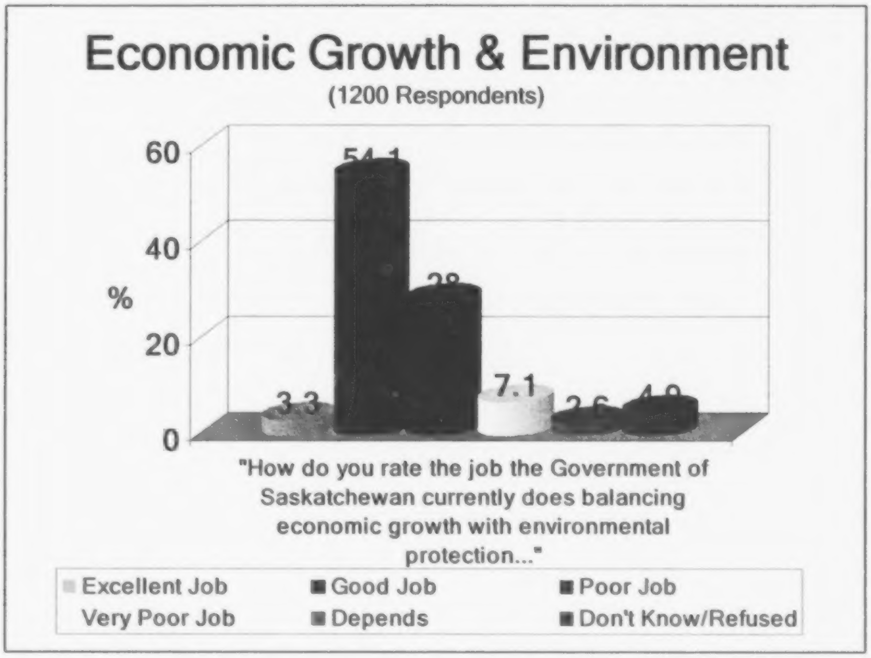

Provincial Parks
(Demographic Variances)
60
40
20
0
%
50.6
Strongly Agree (TS)
25-29 Age Group

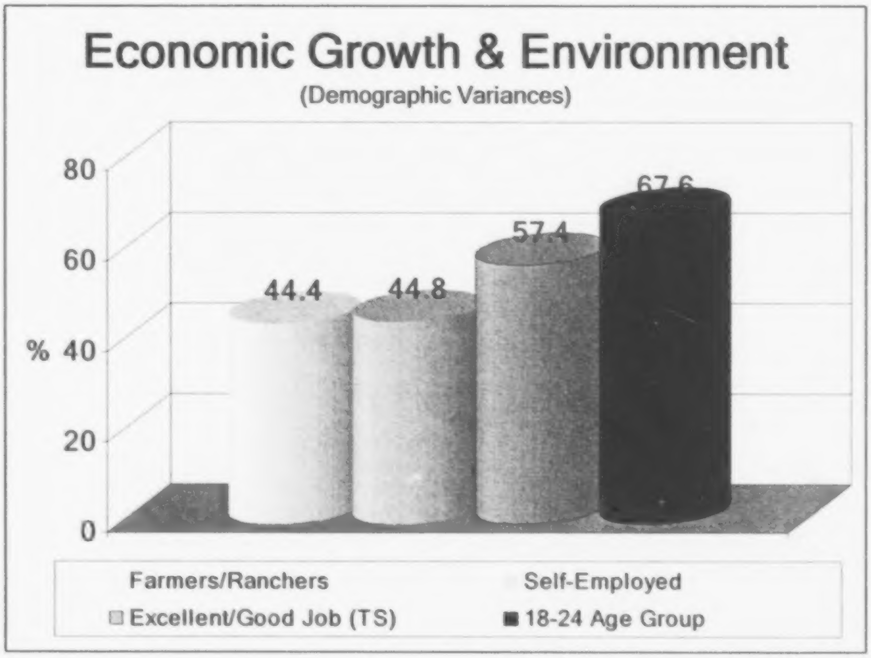

Economic Growth & Environment
(1200 Respondents)
60
40
20
0
%
3.3
54.1
28
7.1
2.6
4.9
"How do you rate the job the Government of Saskatchewan currently does balancing economic growth with environmental protection..."
Excellent Job
■ Good Job
■ Poor Job
Very Poor Job
■ Depends
■ Don't Know/Refused

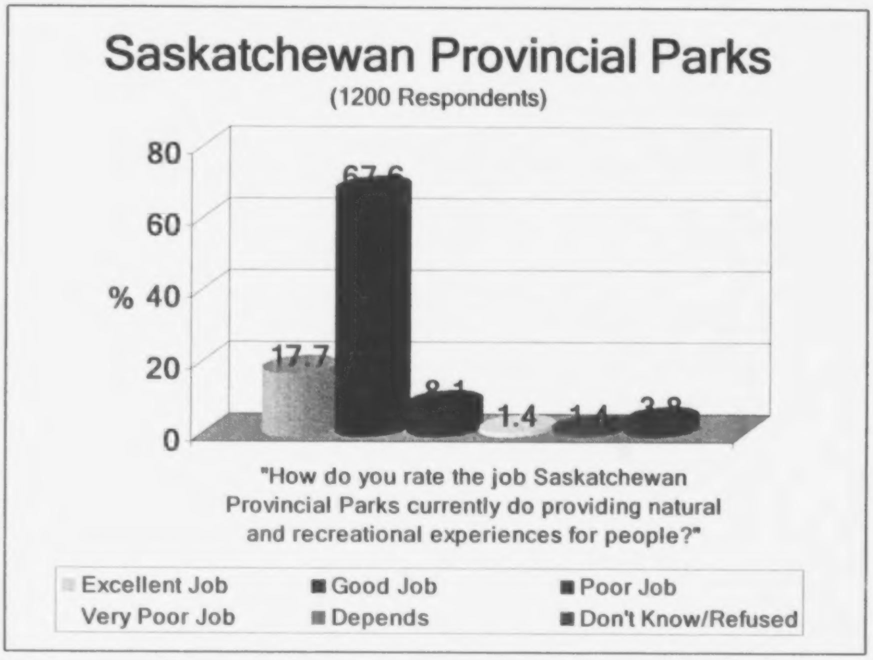

Economic Growth & Environment
(Demographic Variances)
80
60
% 40
20
0
44.4
44.8
57.4
67.6
Farmers/Ranchers
Self-Employed
☐ Excellent/Good Job (TS)
■ 18-24 Age Group

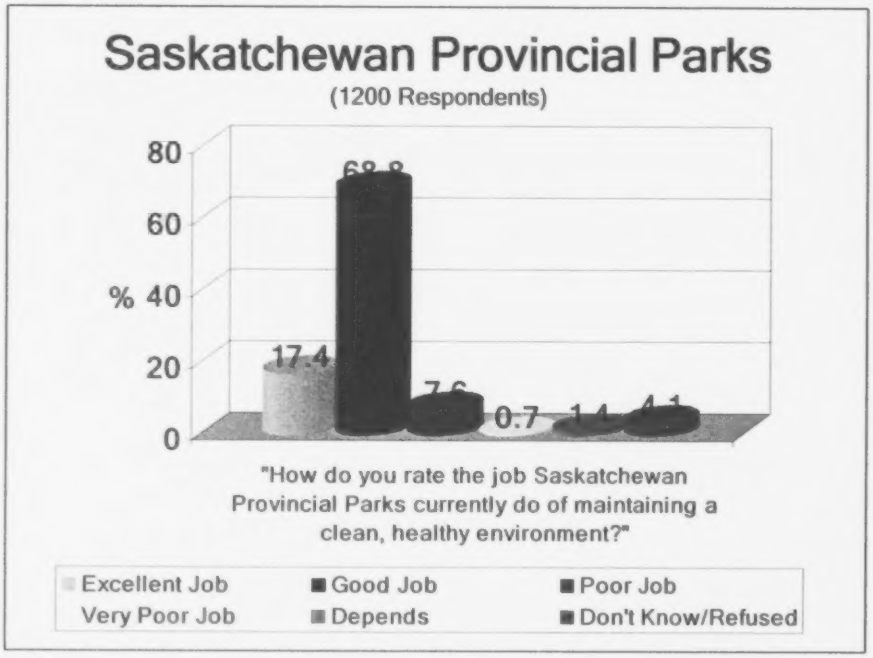

Saskatchewan Provincial Parks
(1200 Respondents)
80
60
% 40
20
0
17.7
67.6
8.1
1.4
1.4
3.8
"How do you rate the job Saskatchewan Provincial Parks currently do providing natural and recreational experiences for people?"
Excellent Job
Good Job
Poor Job
Very Poor Job
Depends
Don't Know/Refused


Saskatchewan Provincial Parks
(1200 Respondents)
80
60
% 40
20
0
17.4
68.8
7.6
0.7
1.4
4.1
"How do you rate the job Saskatchewan Provincial Parks currently do of maintaining a clean, healthy environment?"
Excellent Job
Good Job
Poor Job
Very Poor Job
Depends
Don't Know/Refused


Economic Growth & Environment
(1200 Respondents)
60
40
20
0
%
3.3
54.1
28
7.1
2.6
4.9
"How do you rate the job the Government of Saskatchewan currently does balancing economic growth with environmental protection..."
Excellent Job
Good Job
Poor Job
Very Poor Job
Depends
Don't Know/Refused

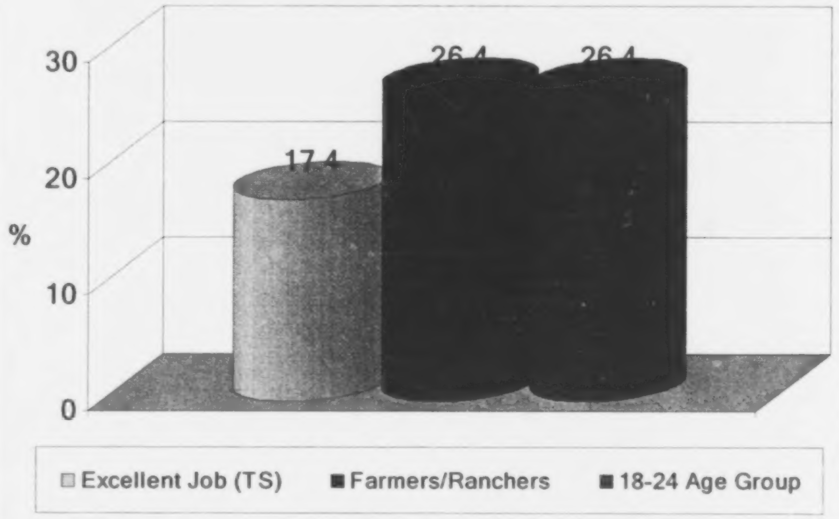

Economic Growth & Environment
(Demographic Variances)
80
60
40
20
0
%
44.4
44.8
57.4
67.6
Farmers/Ranchers
Self-Employed
Excellent/Good Job (TS)
18-24 Age Group


Saskatchewan Provincial Parks
(1200 Respondents)
80
60
% 40
20
0
17.7
67.6
8.1
1.4
1.4
3.8
"How do you rate the job Saskatchewan Provincial Parks currently do providing natural and recreational experiences for people?"
Excellent Job
Good Job
Poor Job
Very Poor Job
Depends
Don't Know/Refused

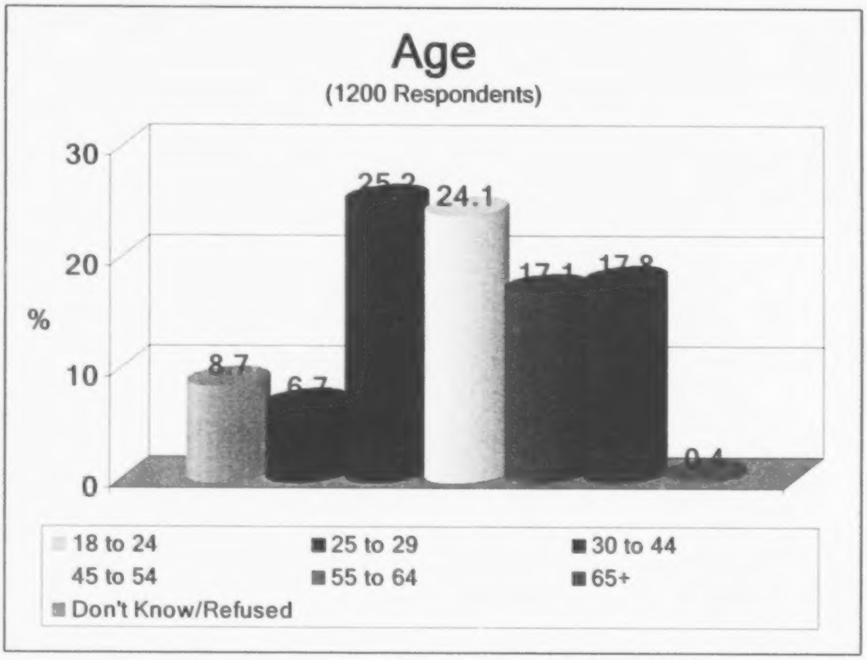

Saskatchewan Provincial Parks
(1200 Respondents)
80
60
% 40
20
0
17.4
68.8
7.6
0.7
1.4
4.1
"How do you rate the job Saskatchewan Provincial Parks currently do of maintaining a clean, healthy environment?"
Excellent Job
Good Job
Poor Job
Very Poor Job
Depends
Don't Know/Refused

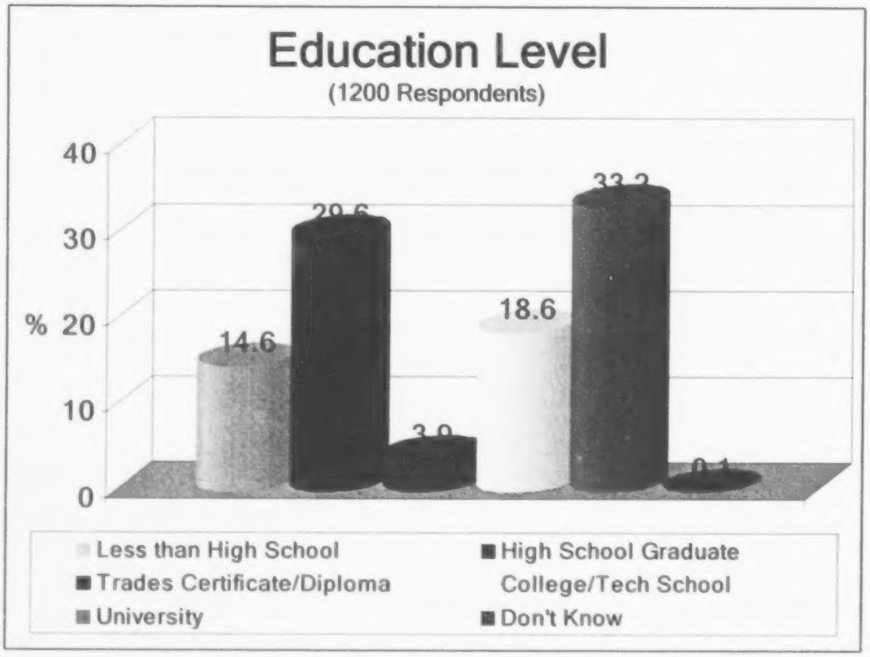
Saskatchewan Provincial Parks

(Demographic Variances)



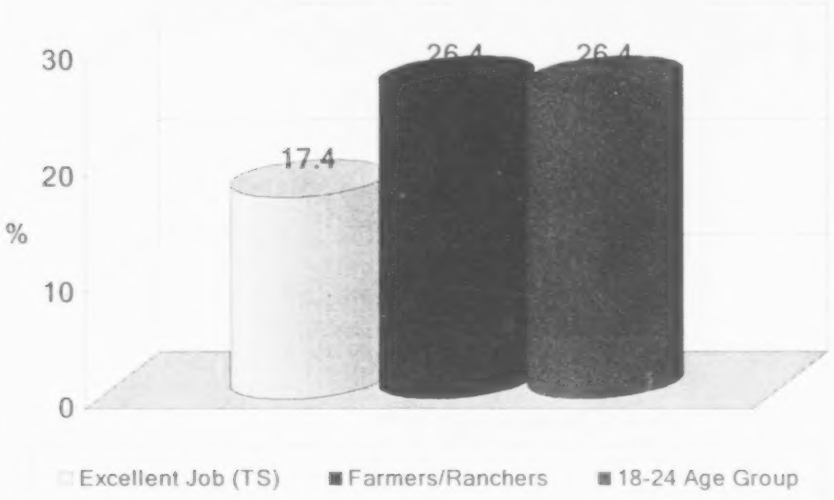
Demographics


Age
(1200 Respondents)
30
20
%
10
0
8.7
6.7
25.2
24.1
17.1
17.8
0.4
18 to 24
25 to 29
30 to 44
45 to 54
55 to 64
65+
Don't Know/Refused

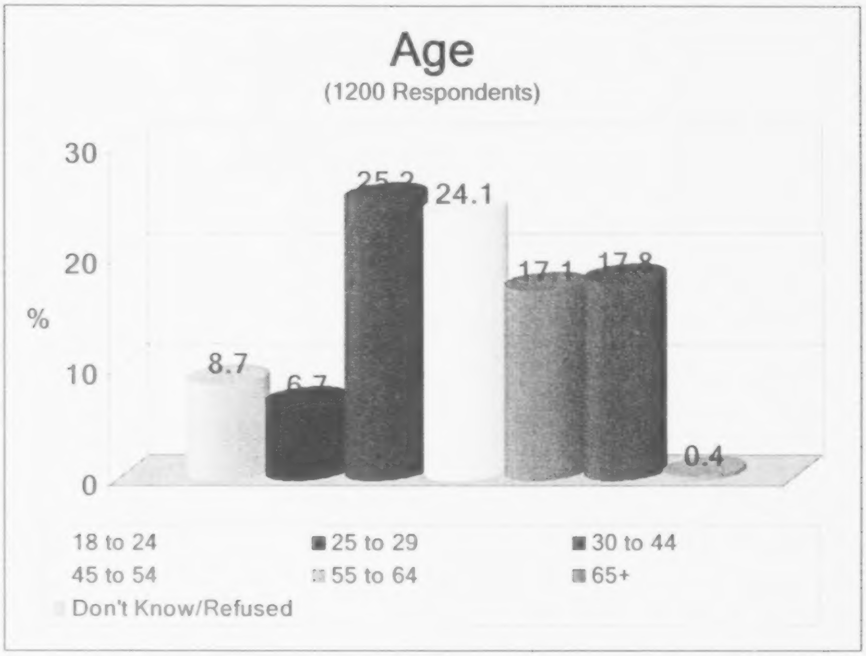

Education Level
(1200 Respondents)
40
30
% 20
10
0
14.6
29.6
3.9
18.6
33.2
0.1
Less than High School
High School Graduate
Trades Certificate/Diploma
College/Tech School
University
Don't Know

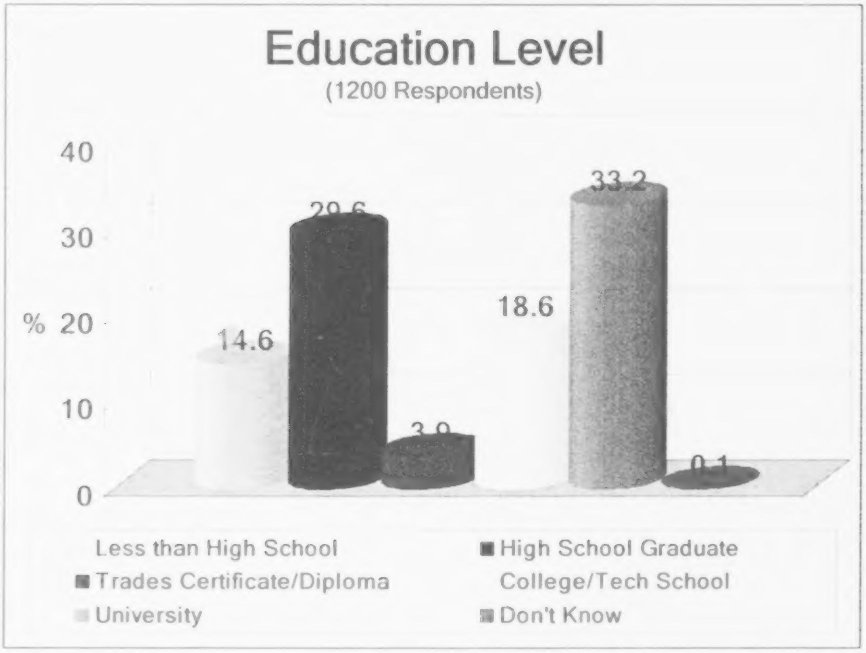
Saskatchewan Provincial Parks

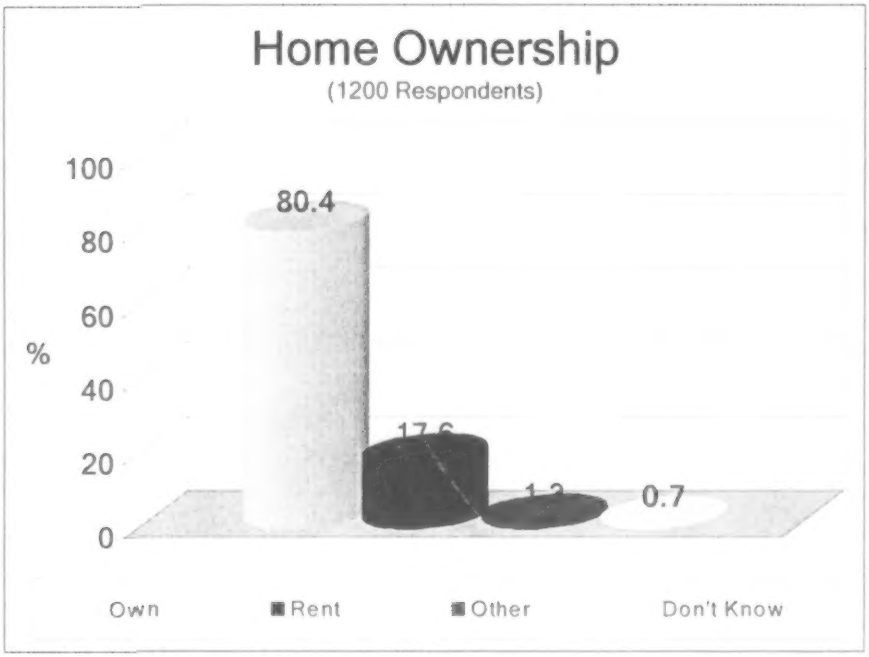
(Demographic Variances)

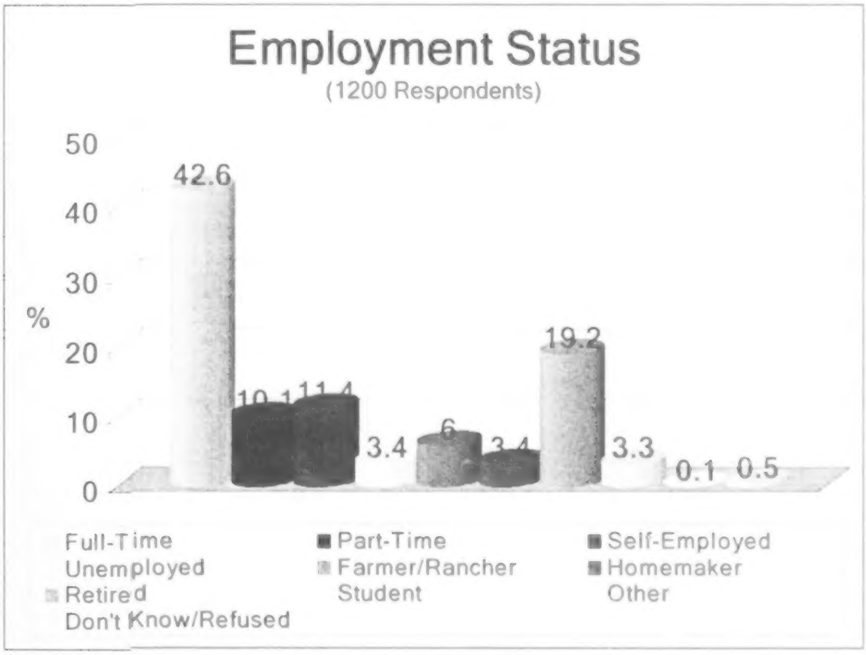


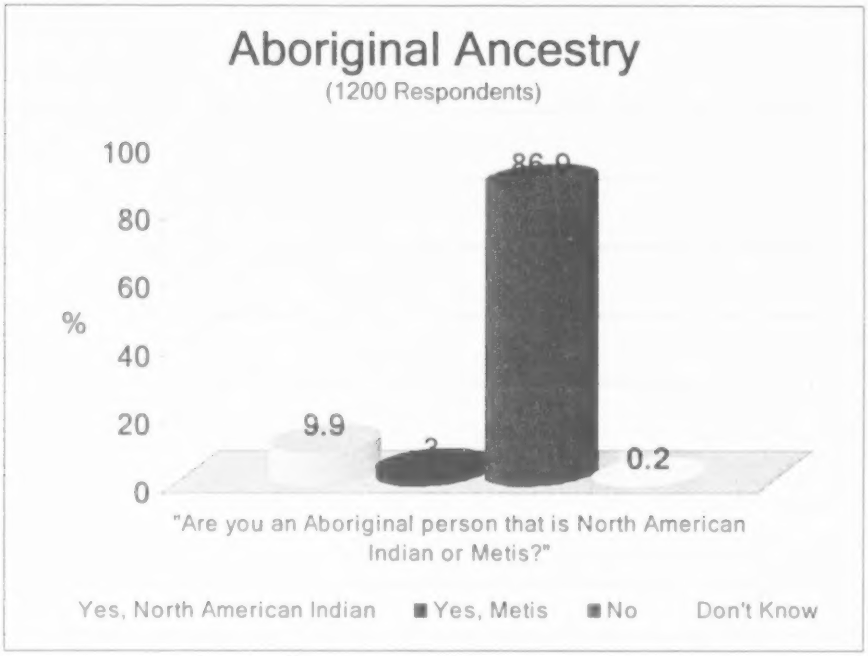
Demographics

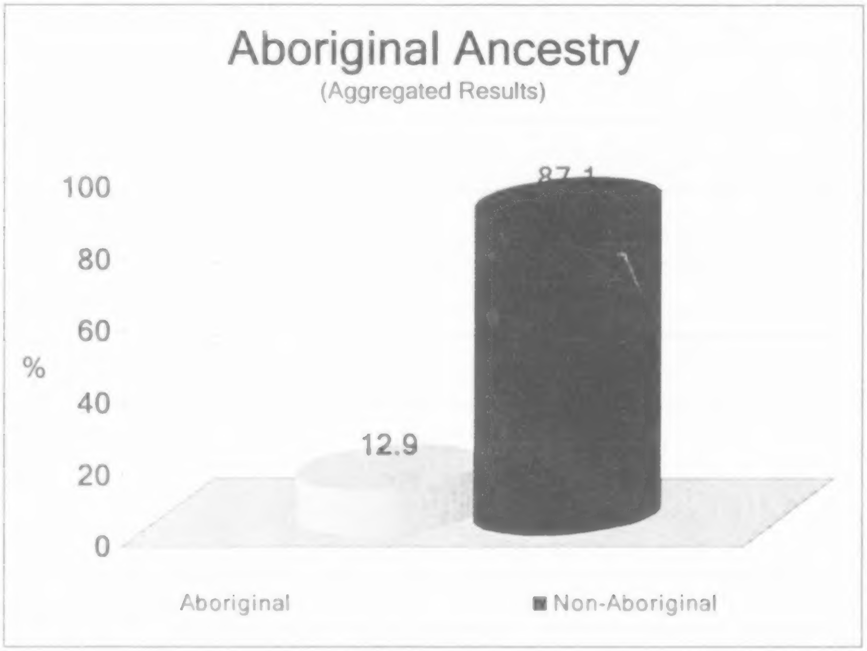

Age
(1200 Respondents)
30
20
10
0
%
8.7
6.7
25.2
24.1
17.1
17.8
0.4
18 to 24
25 to 29
30 to 44
45 to 54
55 to 64
65+
Don't Know/Refused

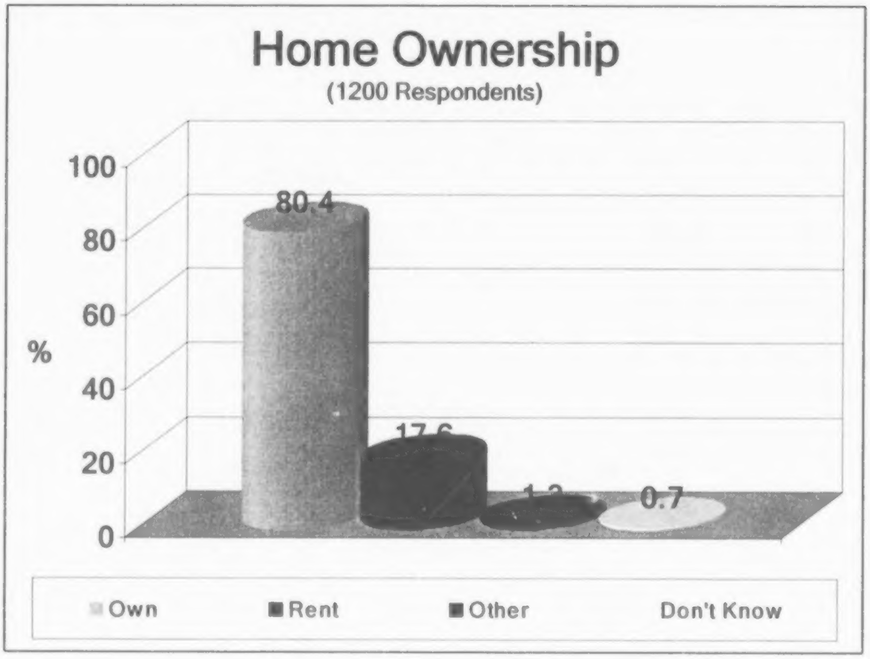

Education Level
(1200 Respondents)
40
30
20
10
0
%
14.6
29.6
3.9
18.6
33.2
0.1
Less than High School
High School Graduate
Trades Certificate/Diploma
College/Tech School
University
Don't Know

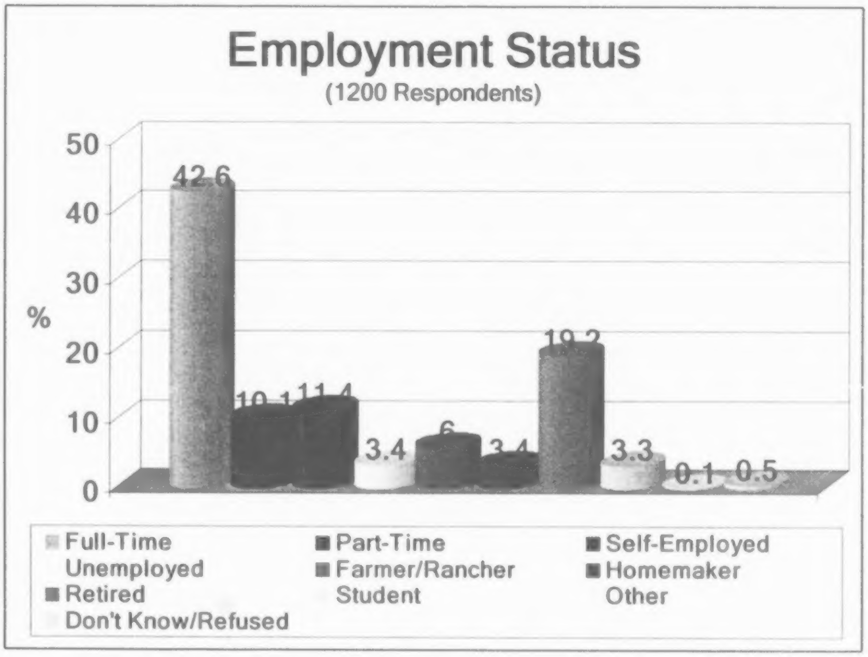

Home Ownership
(1200 Respondents)
%
100
80
60
40
20
0
80.4
17.6
1.3
0.7
Own
Rent
Other
Don't Know

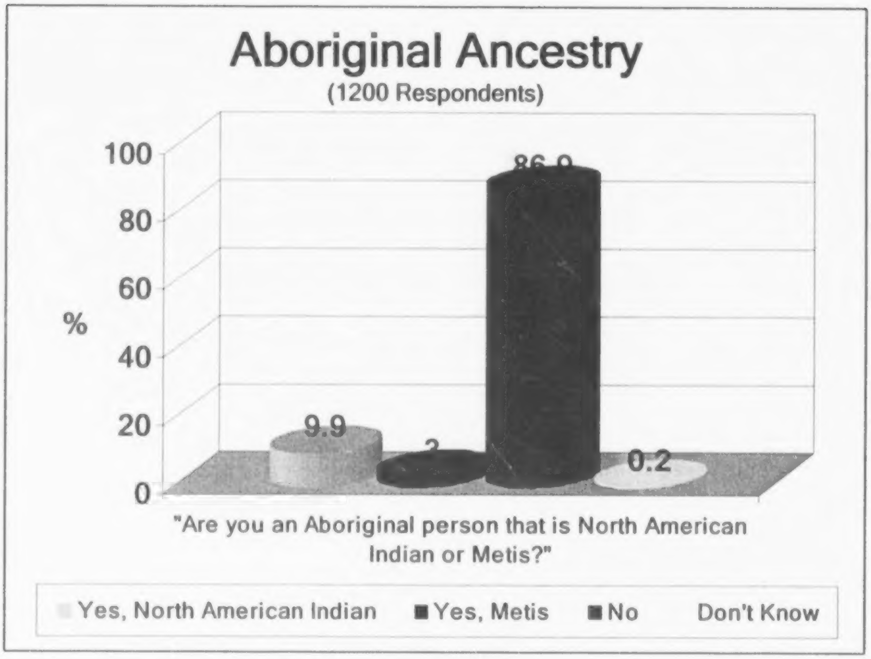

Employment Status
(1200 Respondents)
%
50
40
30
20
10
0
42.6
10.1
11.4
3.4
6
3.4
19.2
3.3
0.1
0.5
Full-Time
Part-Time
Self-Employed
Unemployed
Farmer/Rancher
Homemaker
Retired
Student
Other
Don't Know/Refused

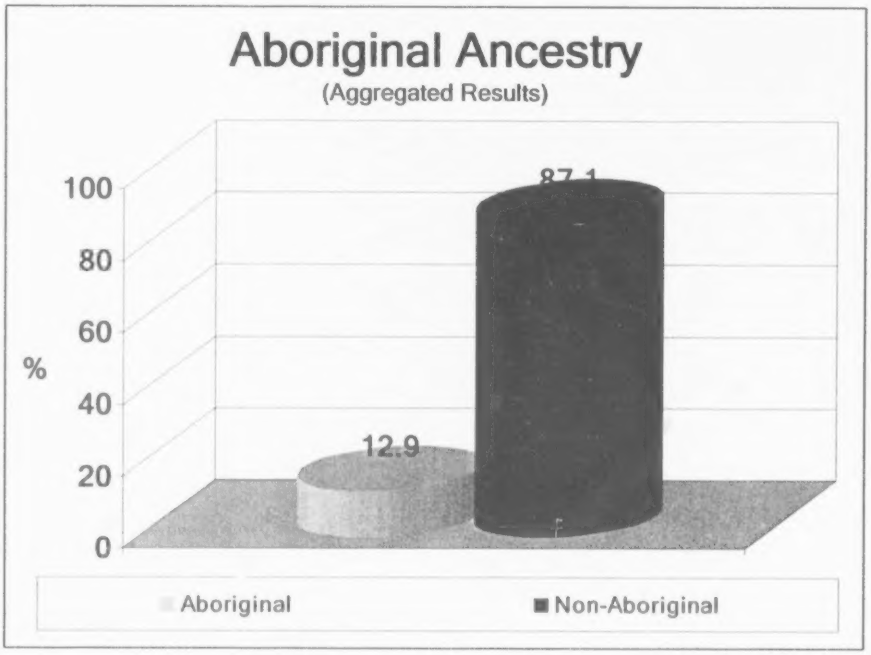

Aboriginal Ancestry
(1200 Respondents)
100
80
60
%
40
20
0
9.9
86.0
0.2
"Are you an Aboriginal person that is North American Indian or Metis?"
Yes, North American Indian
Yes, Metis
No
Don't Know

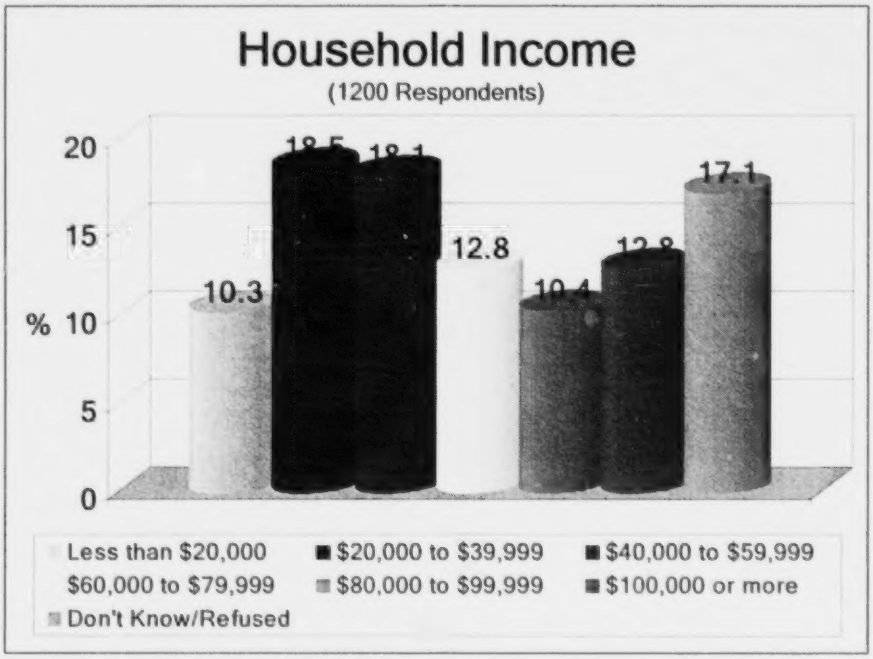

Aboriginal Ancestry
(Aggregated Results)
100
80
60
%
40
20
0
12.9
87.1
Aboriginal
Non-Aboriginal


Home Ownership
(1200 Respondents)
100
80
60
40
20
0
%
80.4
17.6
1.3
0.7
Own
Rent
Other
Don't Know

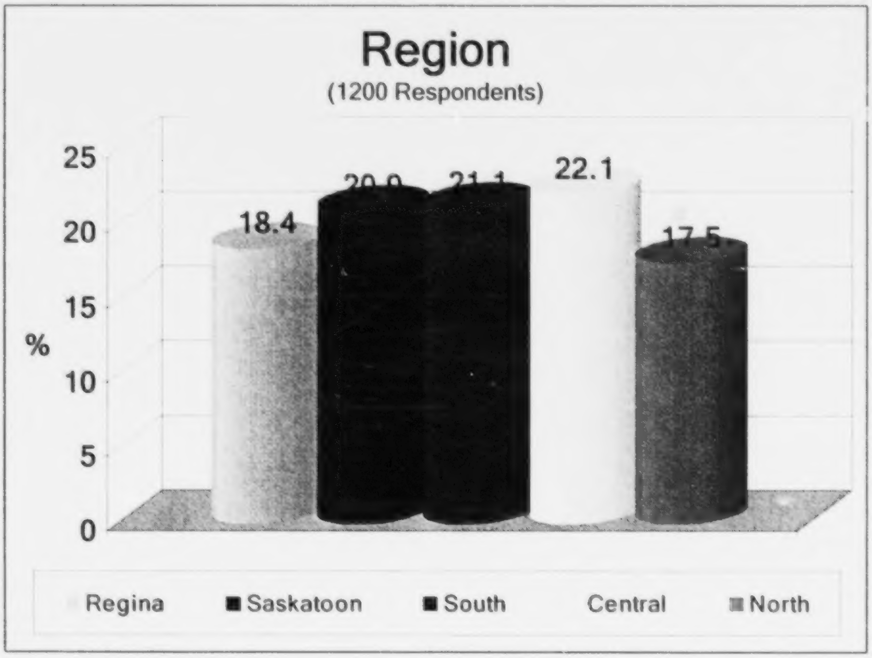

Employment Status
(1200 Respondents)
50
40
30
20
10
0
%
42.6
10.1
11.4
3.4
6
3.4
19.2
3.3
0.1
0.5
Full-Time
Part-Time
Self-Employed
Unemployed
Farmer/Rancher
Homemaker
Retired
Student
Other
Don't Know/Refused


Aboriginal Ancestry
(1200 Respondents)
100
80
60
40
20
0
%
9.9
3
86.9
0.2
"Are you an Aboriginal person that is North American Indian or Metis?"
Yes, North American Indian
Yes, Metis
No
Don't Know

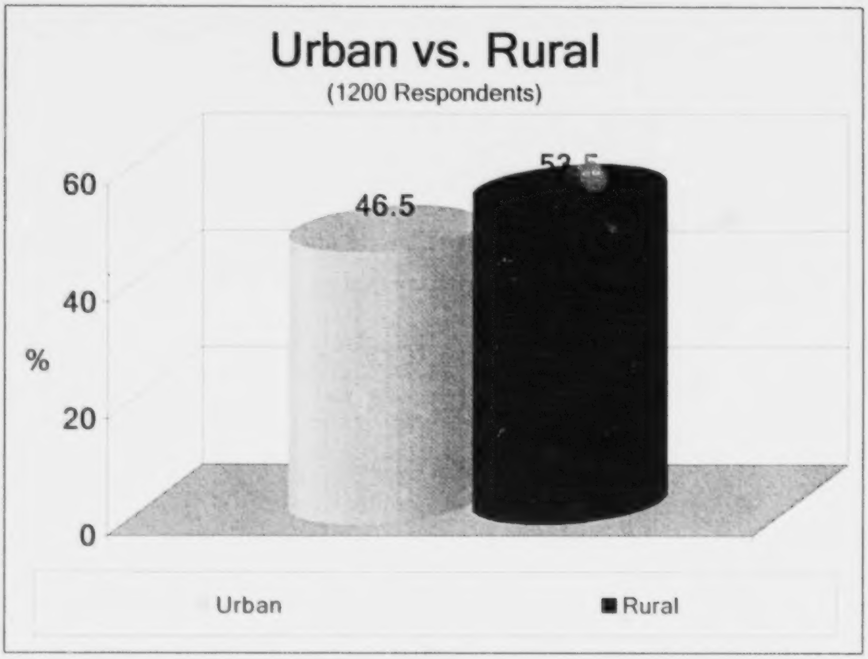

Aboriginal Ancestry
(Aggregated Results)
100
80
60
40
20
0
%
12.9
87.1
Aboriginal
Non-Aboriginal

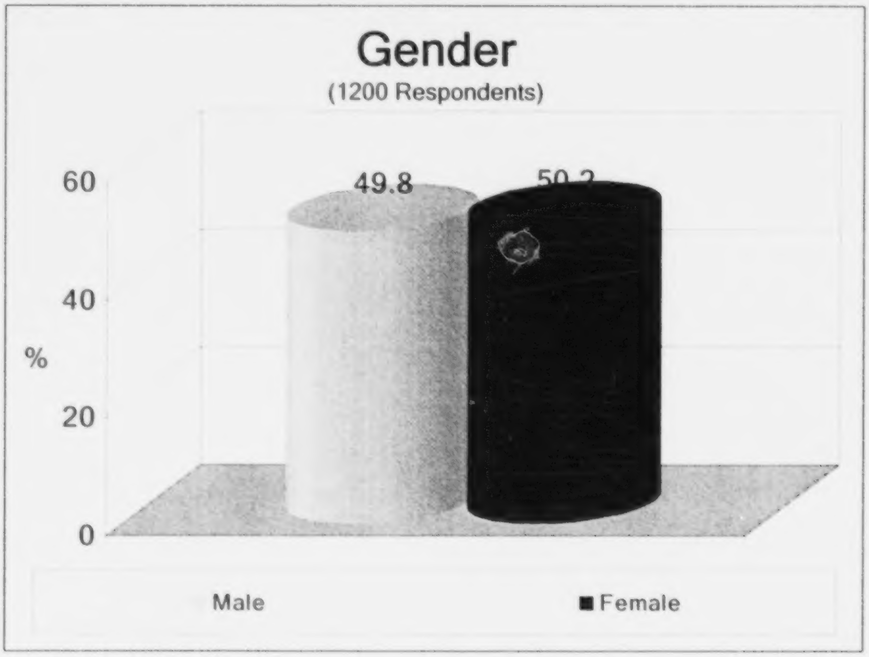


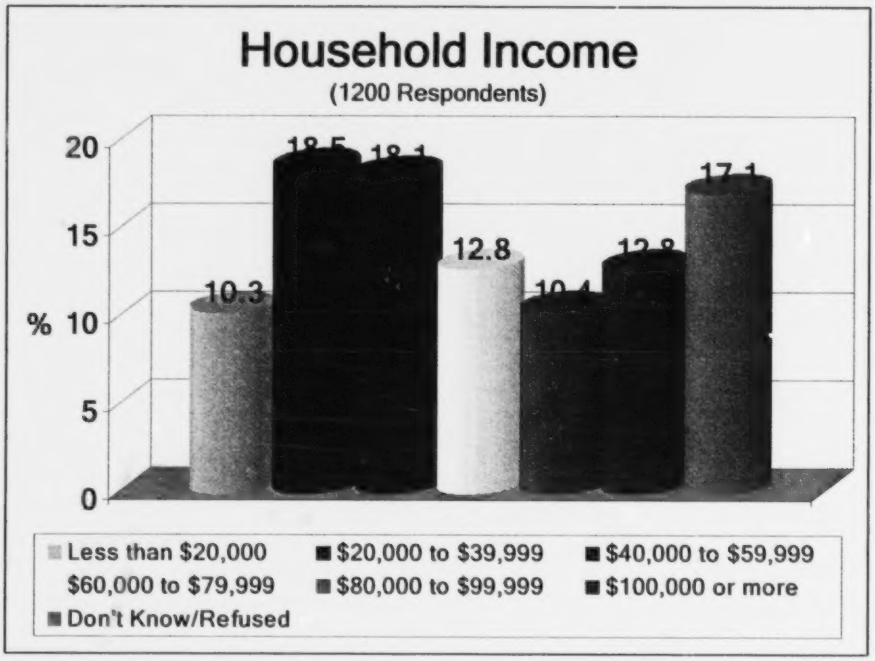
Household Income
(1200 Respondents)

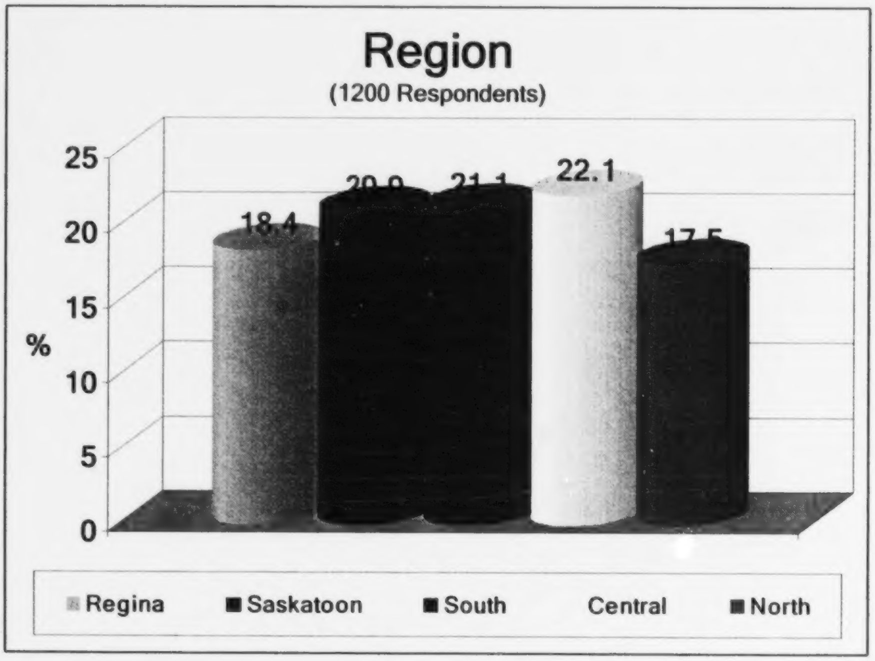


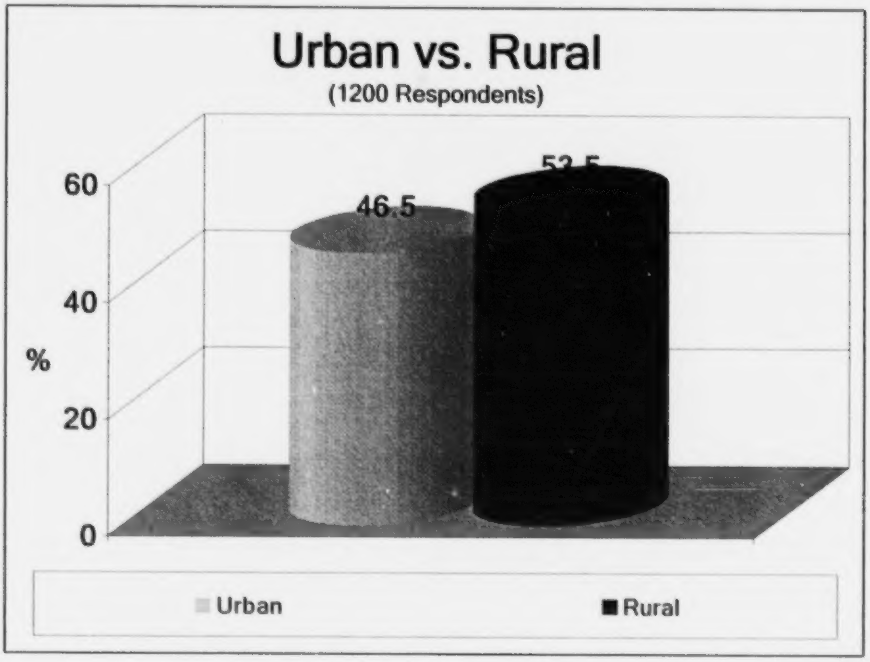
Region
(1200 Respondents)

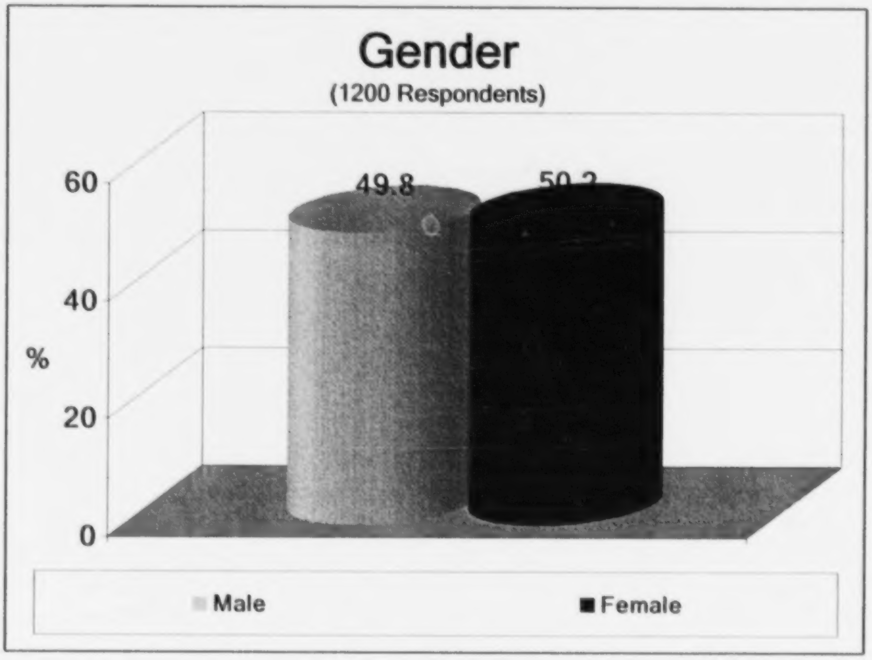

Urban vs. Rural
(1200 Respondents)
60
40
20
0
%
46.5
53.5
Urban
■ Rural


Gender
(1200 Respondents)
60
40
20
0
%
49.8
50.2
Male
■ Female


Household Income
(1200 Respondents)
20
15
% 10
5
0
10.3
18.5
18.1
12.8
10.4
12.8
17.1
Less than $20,000
$20,000 to $39,999
$40,000 to $59,999
$60,000 to $79,999
$80,000 to $99,999
$100,000 or more
Don't Know/Refused


Region
(1200 Respondents)
25
20
15
%
10
5
0
18.4
20.9
21.1
22.1
17.5
Regina
Saskatoon
South
Central
North


Urban vs. Rural
(1200 Respondents)
60
40
20
0
%
46.5
53.5
Urban
Rural


Gender
(1200 Respondents)
60
40
20
0
%
49.8
50.2
Male
Female

Department/Crown commissioning the work:

Finance

Date: **February, 2007**

Supplier: Points West Consulting Inc.
Regina

Cost: $14,750.00

I. Methodology

Points West Consulting Inc. and Norsask Consumer Interviewing Services were commissioned by Saskatchewan Executive Council to conduct a province-wide public opinion survey on a wide range of public policy issues and attitudes. The telephone survey was conducted between February 9 and February 13, 2007.

The following report details the opinions of 1200 Saskatchewan residents who responded in full to the questionnaire. The report is focuses on questions specifically pertaining to *Saskatchewan Finance.*

The survey data was weighted by gender to ensure complete proportional population representation, and quotas were set for geographic regions and aboriginal ancestry. A survey sample of 1200 respondents within the Saskatchewan population produces survey results with a Margin of Error of +/-2.8% to a 95% Confidence Level.

The survey results were reviewed and analyzed against a series of nine demographic and geographic variables, which included:

- Aboriginal Ancestry
- Age
- Education Level
- Employment Status
- Gender
- Geographic Region (Regina, Saskatoon, South, Central and North)
- Home Ownership
- Household Income
- Urban vs. Rural

Where the results of demographic sub-groups differed to a statistically significant extent from the Total Sample, they are displayed throughout this report.

II. Executive Summary

- When asked to name the **Single Most Important Issue** facing the Province of Saskatchewan today, respondents listed the following Top 5:

Health Care	17.9%
Loss of Population	11.9%
Economy	11.5%
Agriculture	6.2%
Environment	5.2%

- 29.8% of respondents say it is *Highly Important* (8-10 rating on 10-point scale) the provincial government reduce the **Provincial Sales Tax** rate in the next budget

- 46% of respondents say it is *Highly Important* (8-10 rating on 10-point scale) the provincial government reduce the **Personal Income Tax** rate in the next budget

- 40.5% of respondents say it is *Highly Important* (8-10 rating on 10-point scale) the provincial government reduce **Property Taxes** in the next budget

- 20.7% of respondents say it is *Highly Important* (8-10 rating on 10-point scale) the provincial government reduce **Business Taxes** in the next budget

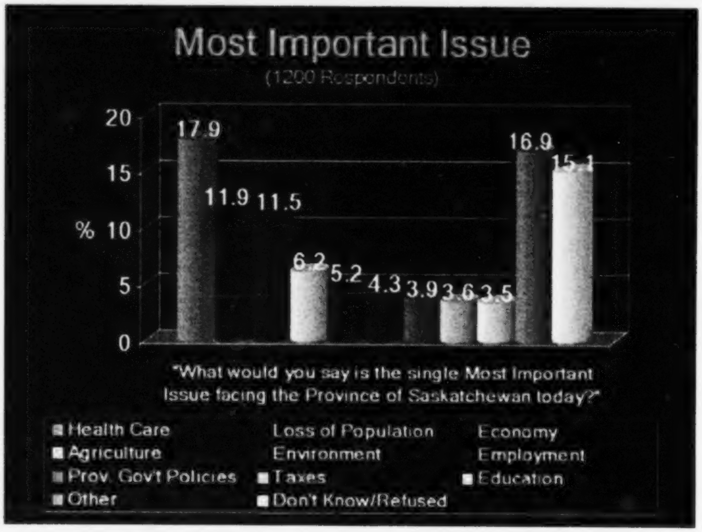
- When asked which of the four taxes reviewed would be **Most Important for Saskatchewan to Reduce**, respondents answered in the following order:

Personal Income Tax	37.1%
Property Tax	24.1%
Provincial Sales Tax	13.6%
Business Tax	8.4%

III. Saskatchewan Finance

The survey began by asking respondents to list what they perceive as the single **Most Important Issue** facing the province of Saskatchewan today. This question was asked in an unaided fashion, with no options suggested. In other words, respondents were required to provide their own top-of-mind response. Chart 1 shows the number one response was *Health Care* (17.9%), followed by *Loss of Population* (11.9%) and the *Economy* (11.5%).

Chart 1



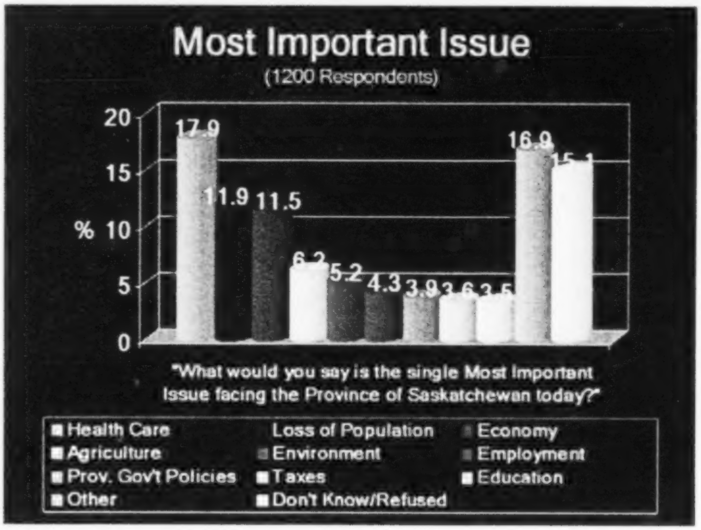
Throughout this report, demographic sub-groups, which varied significantly from the Total Sample response, will be displayed in **Demographic Variance Charts**. On these charts, the Total Sample response will always be displayed in an orange-coloured column. To the left of the Total Sample response will be any demographic sub-groups, which were significantly *less likely* than the Total Sample to agree with that point of view. To the right of the Total Sample response will be any demographic sub-groups, which were significantly *more likely* than the Total Sample to agree with that point view.

The first of these Demographic Variance Charts appears on the following page. **Chart 2** shows Students were the *least likely* to say **Health Care** is the single most important issue facing the province of Saskatchewan today (4.8% vs. 17.9% for the Total Sample). At the other end of the scale, Homemakers were the *most likely* to say **Health Care** is the most important issue facing Saskatchewan today (28.2% vs. 17.9% for the Total Sample).

III. Saskatchewan Finance

The survey began by asking respondents to list what they perceive as the single **Most Important Issue** facing the province of Saskatchewan today. This question was asked in an unaided fashion, with no options suggested. In other words, respondents were required to provide their own top-of-mind response. **Chart 1** shows the number one response was *Health Care* (17.9%), followed by *Loss of Population* (11.9%) and the *Economy* (11.5%).

Chart 1



Throughout this report, demographic sub-groups, which varied significantly from the Total Sample response, will be displayed in **Demographic Variance** Charts. On these charts, the Total Sample response will always be displayed in an orange-coloured column. To the left of the Total Sample response will be any demographic sub-groups, which were significantly *less likely* than the Total Sample to agree with that point of view. To the right of the Total Sample response will be any demographic sub-groups, which were significantly *more likely* than the Total Sample to agree with that point view.

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Chart 2

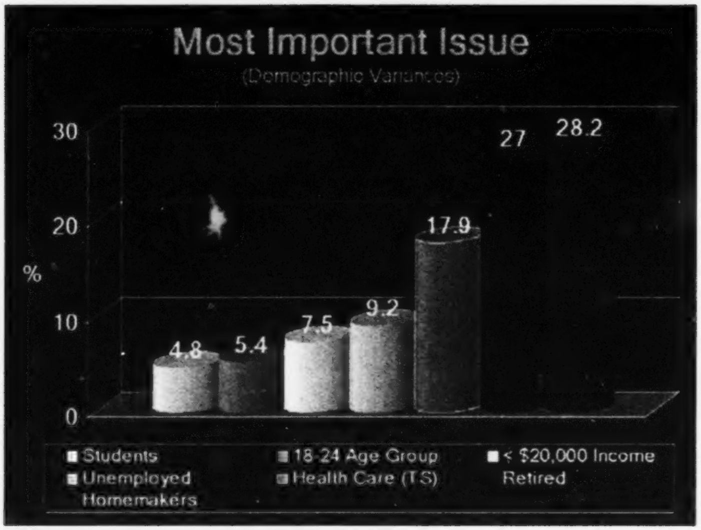


Chart 3 shows that when asked to name the Second Most Important Issue facing the province of Saskatchewan today, 18.5% of all survey respondents said Health Care, 13.2% said the Economy, and 12.1% said Loss of Population.

Chart 3

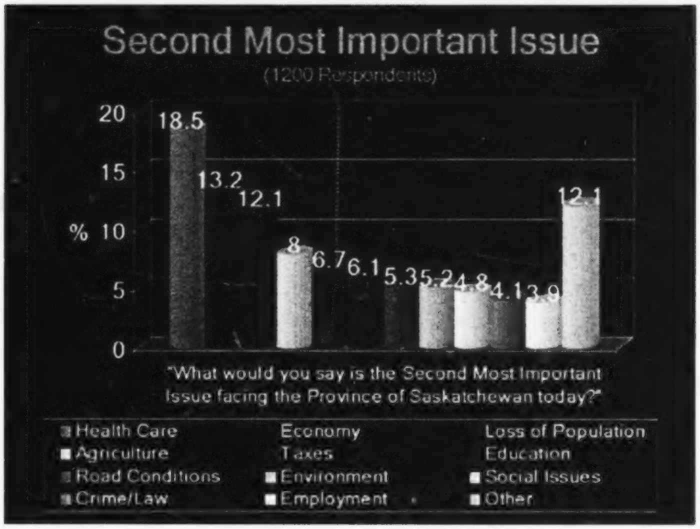
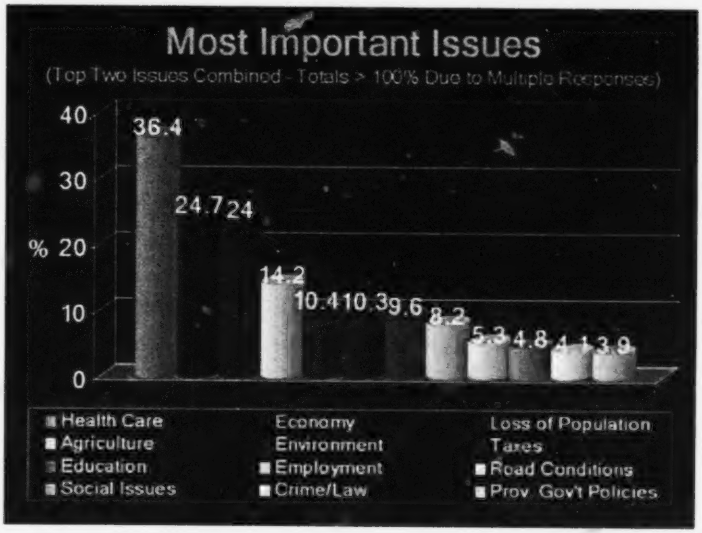


Chart 4 shows the Top Two Issues combined of what respondents perceive are the **Most Important Issues** facing the province of Saskatchewan today. The number one response was *Health Care* (36.4%), followed by the *Economy* (24.7%), and *Loss of Population* (24%).

Chart 4



Respondents were then asked the level of importance for the Provincial Government to reduce several forms of taxation in the next Provincial Budget. Chart 5 aggregates these responses into 3 categories: Low (Ratings of 1-3 on a 10-point scale), Medium (Ratings of 4-7), and High (Ratings of 8-10). This aggregation shows 29.8% of respondents gave reducing the Provincial Sales Tax Rate a *High Importance* rating (8-10 on 10-point scale) while 34.4% gave this a *Medium Importance* rating (4-7 on 10-point scale).

Chart 5

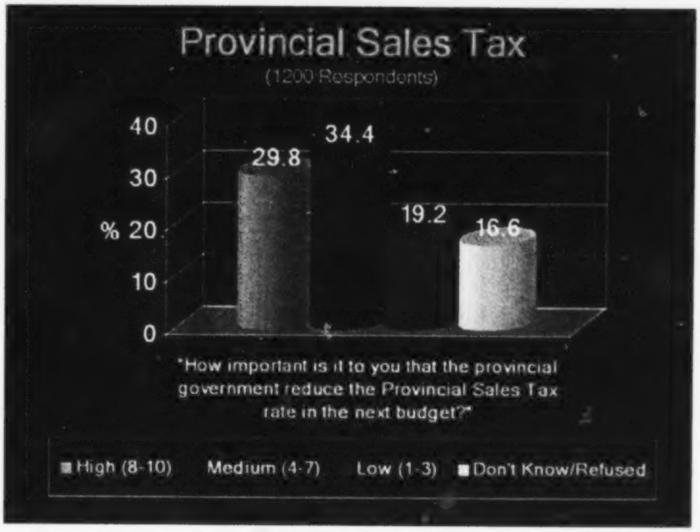


Chart 2

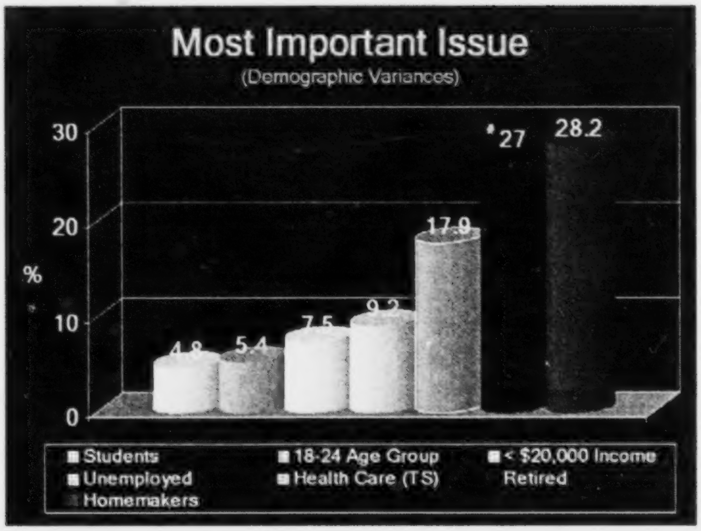


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Chart 3

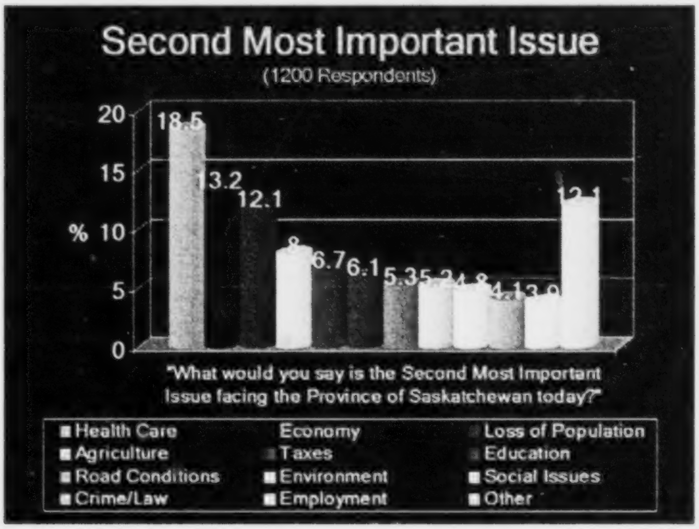

Chart 4 shows the Top Two Issues combined of what respondents perceive are the **Most Important Issues** facing the province of Saskatchewan today. The number one response was *Health Care* (36.4%), followed by the *Economy* (24.7%), and *Loss of Population* (24%).

Chart 4

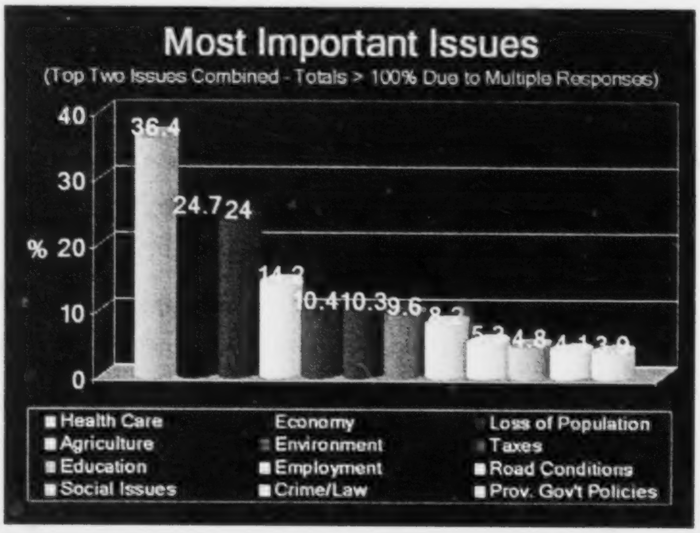

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Chart 5

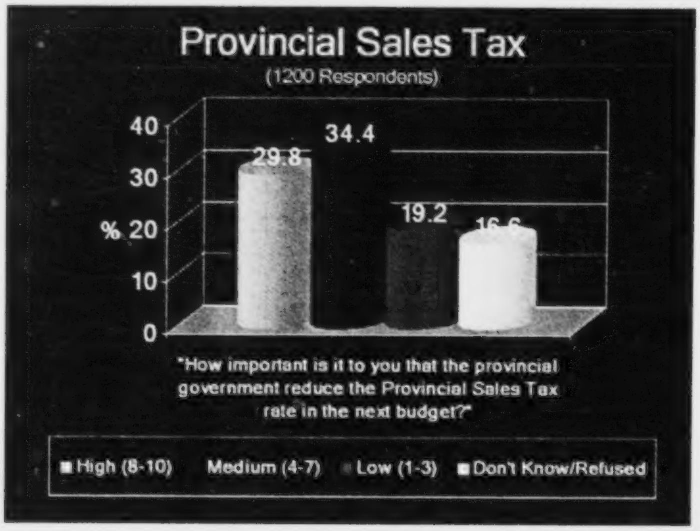

Chart 6 shows respondents 18 to 24 Years of Age were the *least likely* to give reducing the Provincial Sales Tax Rate a *High Importance* rating (17.5% vs. 29.8% for the Total Sample). At the other end of the scale, Homemakers were the *most likely* to give a *High Importance* rating (41.2% vs. 29.8% for the Total Sample).

Chart 6

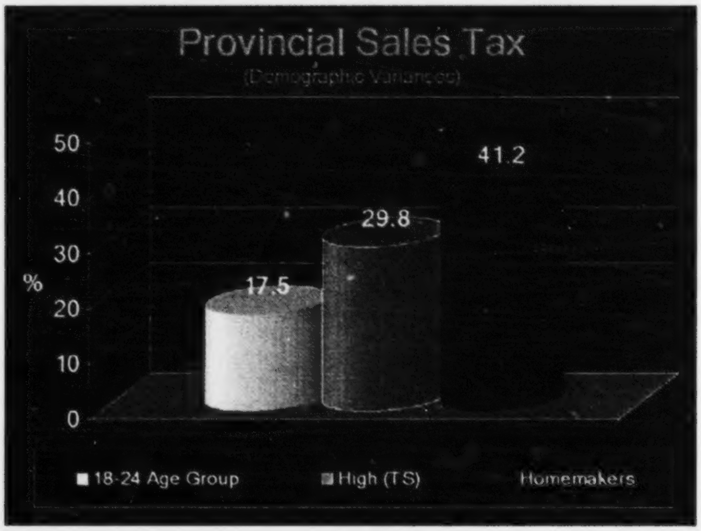

Chart 7 shows 46% of respondents gave reducing Personal Income Tax Rates a *High Importance* rating (8-10 on 10-point scale) while 29.3% gave this a *Medium Importance* rating (4-7 on 10-point scale).

Chart 7

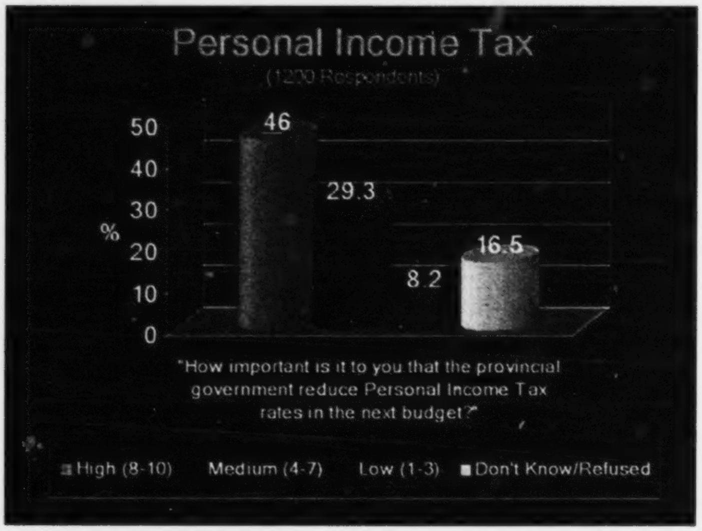

Chart 8 shows there are four demographic sub-groups to vary significantly from the Total Sample with respect to this question. Respondents 18 to 24 Years of Age were the *least likely* to give reducing Personal Income Tax Rates a *High Importance* rating (19.5% vs. 46% for the Total Sample).

Chart 8

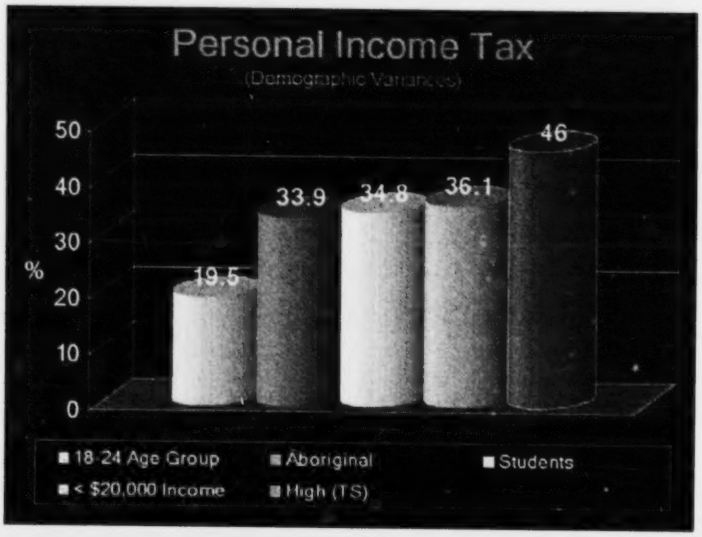

Chart 9 shows 40.5% of respondents gave reducing Property Tax Rates a *High Importance* rating (8-10 on 10-point scale) while 30.3% gave this a *Medium Importance* rating (4-7 on 10-point scale).

Chart 9

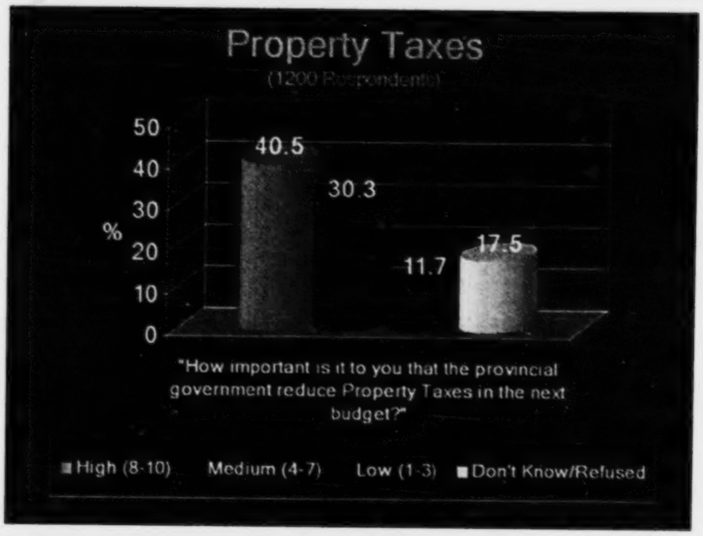

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Chart 6

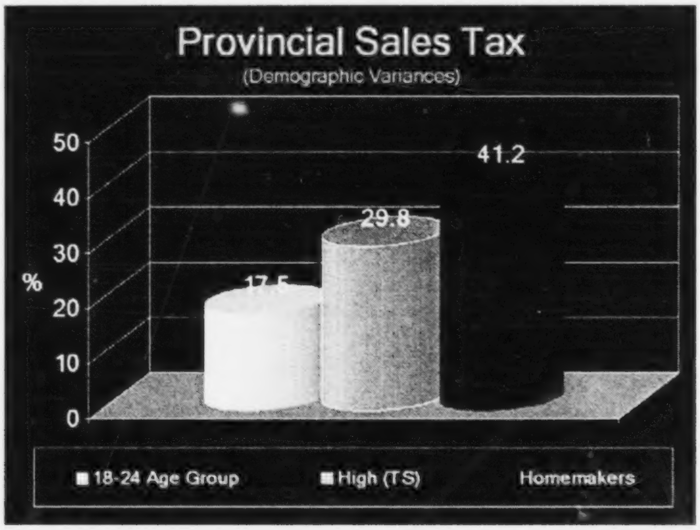

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Chart 7

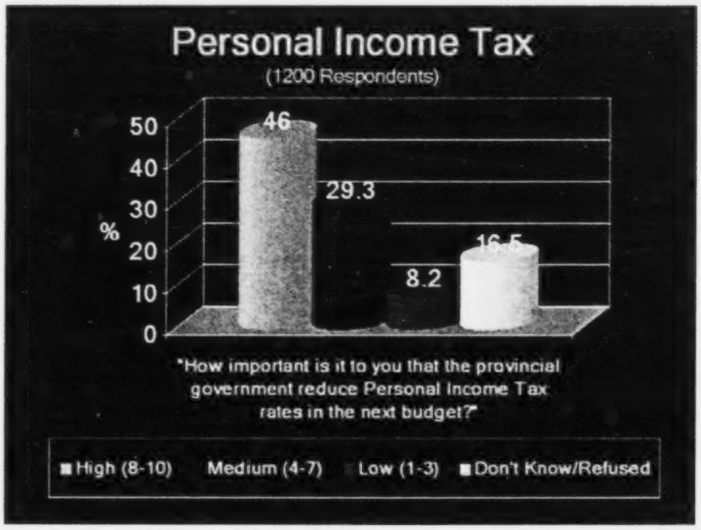

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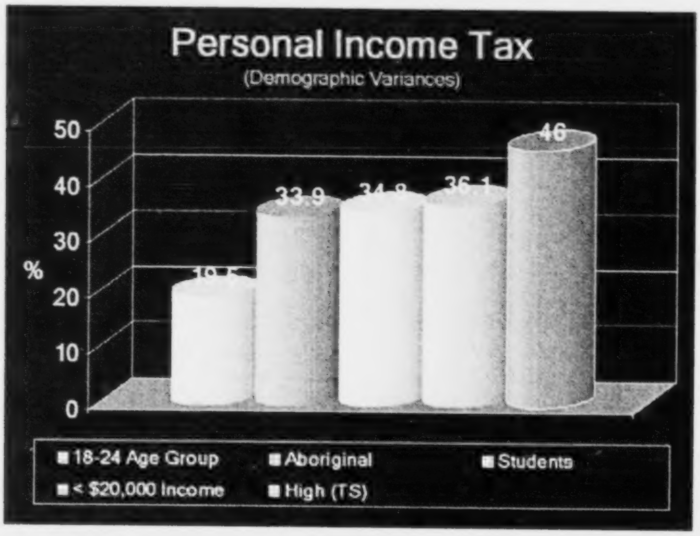
Chart 8



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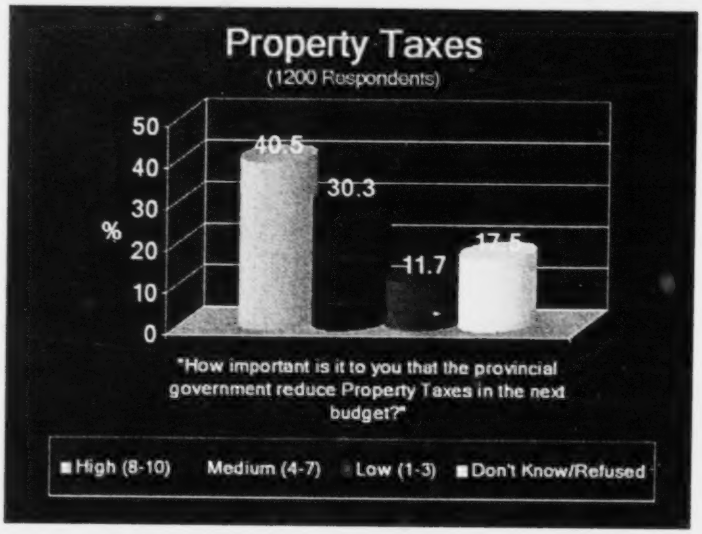


Chart 10 shows respondents 18 to 24 Years of Age were the *least likely* to give reducing Property Tax Rates a *High Importance* rating (23.5% vs. 40.5% for the Total Sample). At the other end of the scale, Farmers/Ranchers were the *most likely* to give a *High Importance* rating (59.4% vs. 40.5% for the Total Sample).

Chart 10

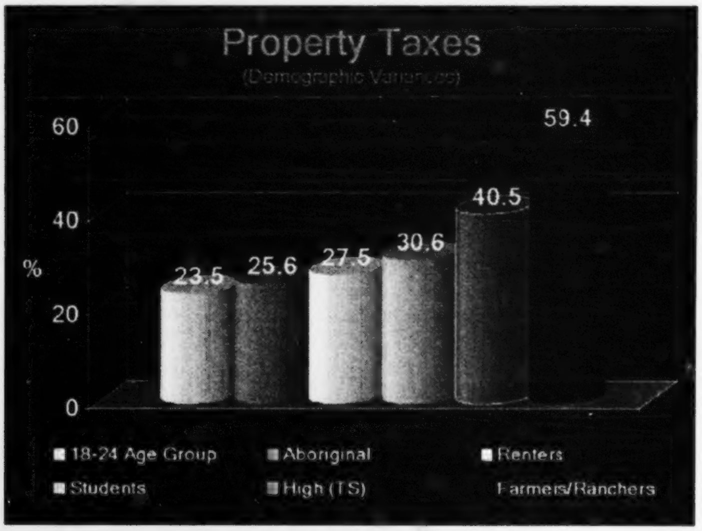


Chart 11 shows 20.7% of respondents gave reducing Business Tax Rates a *High Importance* rating (8-10 on 10-point scale) while 39.4% gave this a *Medium Importance* rating (4-7 on 10-point scale).

Chart 11

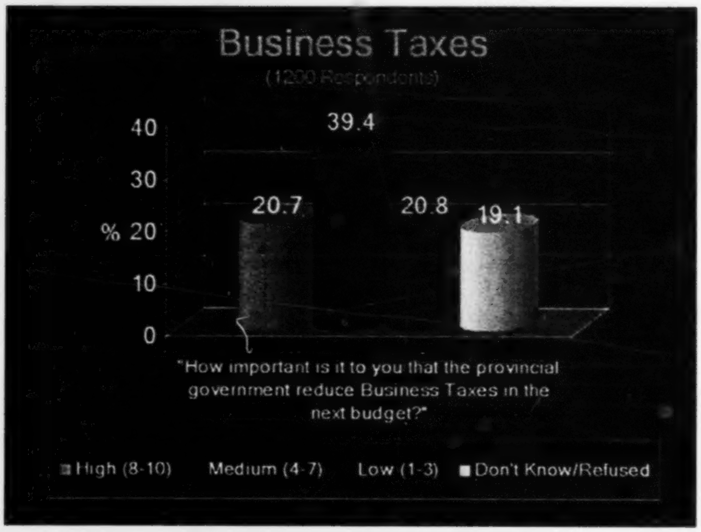
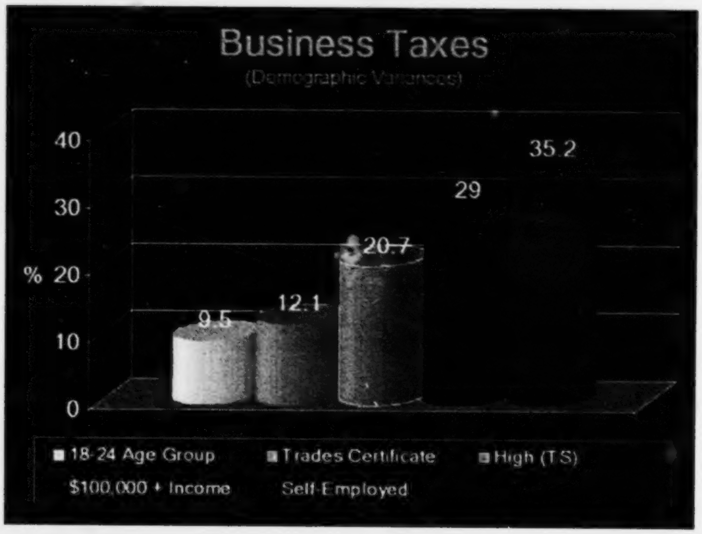


Chart 12 shows respondents 18 to 24 Years of Age were the *least likely* to give reducing Business Tax Rates a *High Importance* rating (9.5% vs. 20.7% for the Total Sample). At the other end of the scale, Self-Employed respondents were the *most likely* to give a *High Importance* rating (35.2% vs. 20.7% for the Total Sample).

Chart 12



Next, respondents were asked which of the four taxes reviewed would be the Most Important for Saskatchewan to Reduce. Chart 13 shows 37.1% of respondents chose *Personal Income Tax*, 24.1% named *Property Tax*, 13.6% named *Provincial Sales Tax*, followed by 8.4% who chose *Business Tax*.

Chart 13

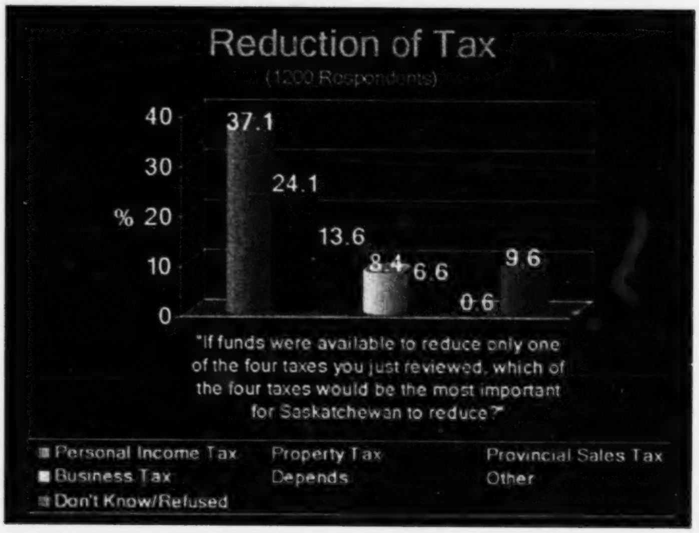


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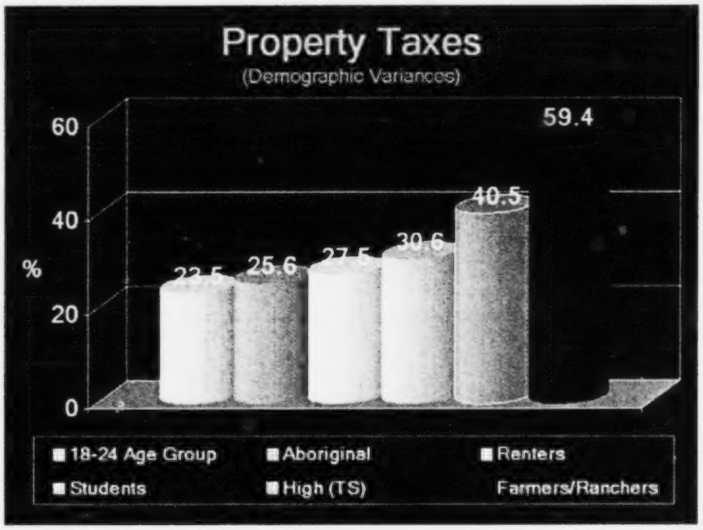
Chart 10



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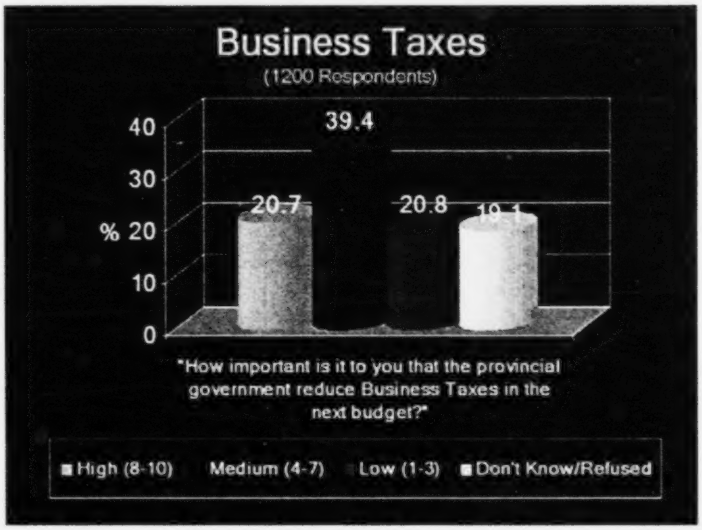

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Chart 12

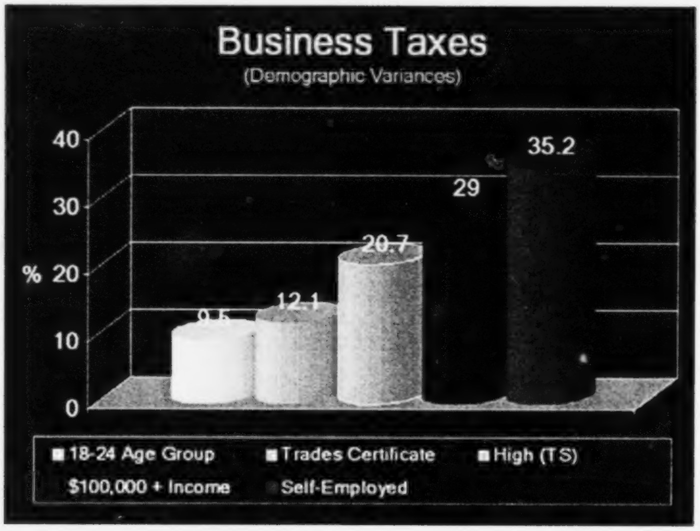

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Chart 13

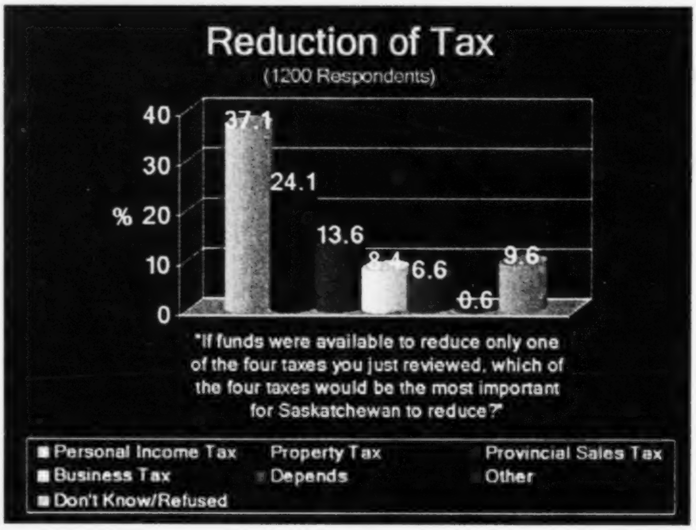

Chart 14 shows Unemployed respondents were the *least likely* to name reducing Personal Income Tax Rates as *Most Important* (20.4% vs. 37.1% for the Total Sample). At the other end of the scale, respondents Employed Part-Time were the *most likely* to name reducing Personal Income Tax Rates as *Most Important* (46.5% vs. 37.1% for the Total Sample).

Chart 14

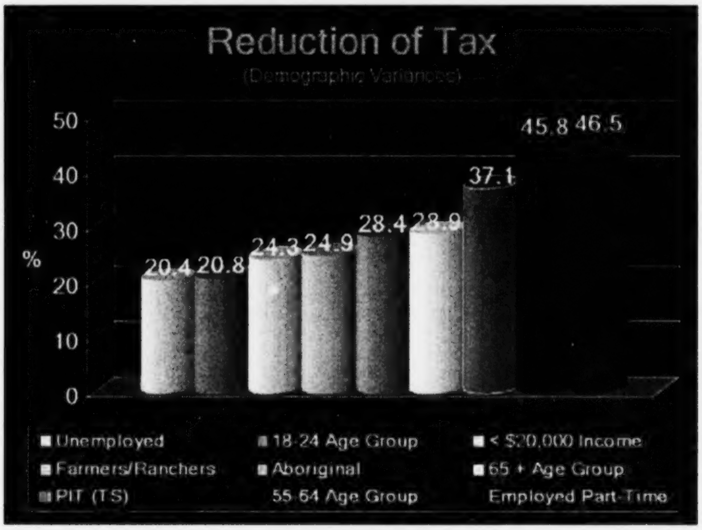

Chart 15 shows Aboriginal respondents were the *least likely* to name reducing Property Tax Rates as *Most Important* (9.3% vs. 24.1% for the Total Sample). At the other end of the scale, Farmers/Ranchers were the *most likely* to name reducing Property Tax Rates as *Most Important* (42.8% vs. 24.1% for the Total Sample).

Chart 15

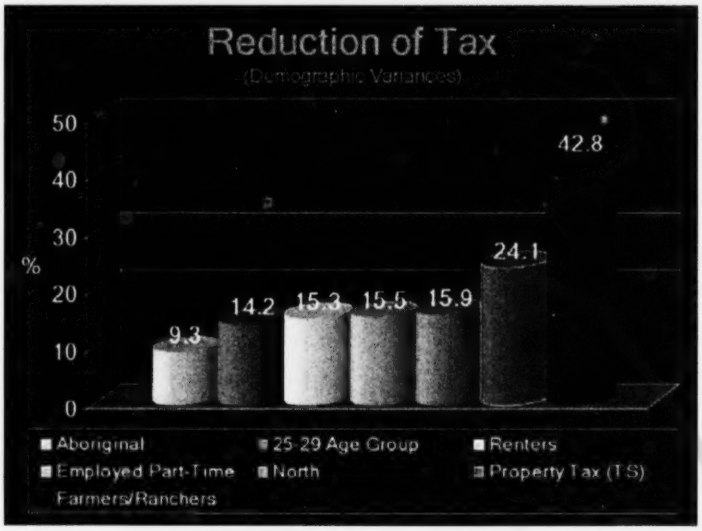

Chart 16 shows Unemployed respondents were the *most likely* to name reducing the Provincial Sales Tax Rate as *Most Important* (27.4% vs. 13.6% for the Total Sample).

Chart 16

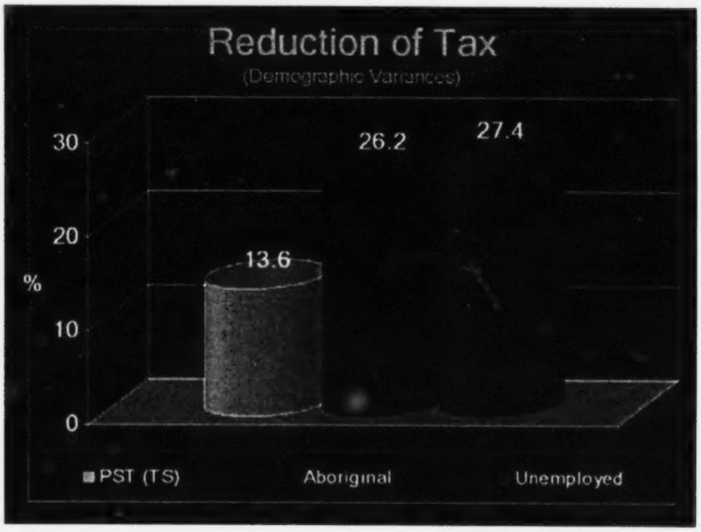

Chart 14 shows Unemployed respondents were the *least likely* to name reducing **Personal Income Tax Rates** as *Most Important* (20.4% vs. 37.1% for the Total Sample). At the other end of the scale, respondents Employed Part-Time were the *most likely* to name reducing **Personal Income Tax Rates** as *Most Important* (46.5% vs. 37.1% for the Total Sample).

Chart 14

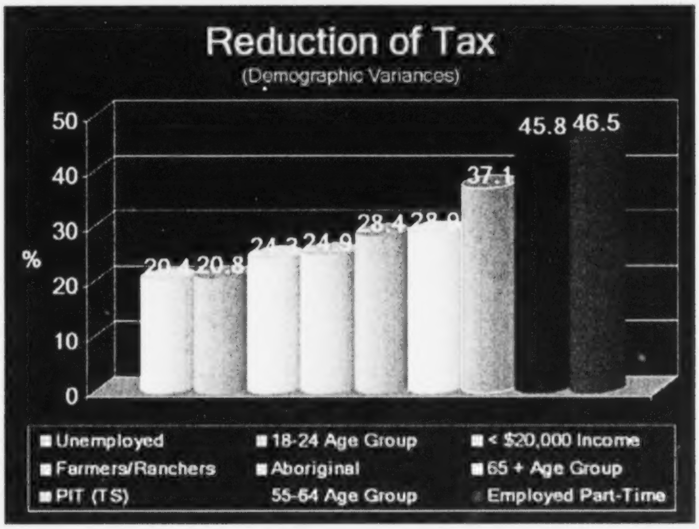

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Chart 15

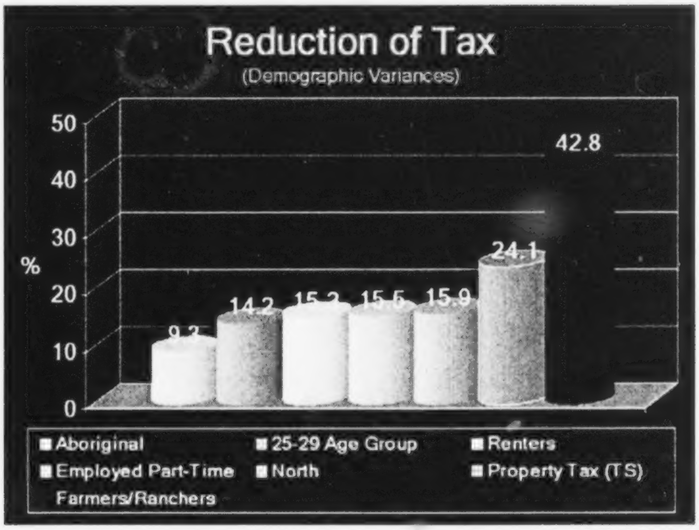
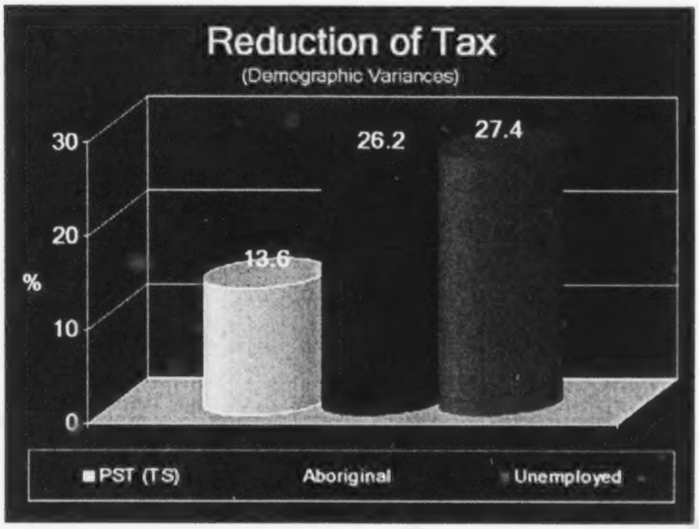


Chart 16 shows Unemployed respondents were the *most likely* to name reducing the Provincial Sales Tax Rate as *Most Important* (27.4% vs. 13.6% for the Total Sample).

Chart 16



IV. Demographics Characteristics of Survey Respondents

The following charts display the demographic characteristics of the 1200 respondents who completed the Saskatchewan Omnibus Survey.

Chart 17

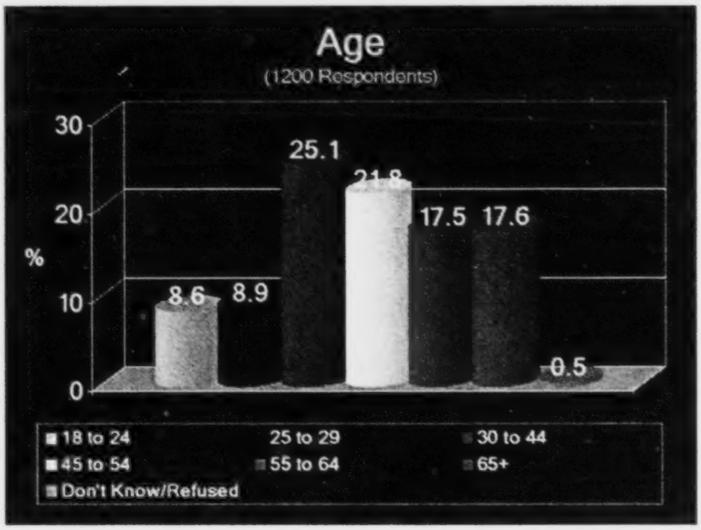


Chart 18

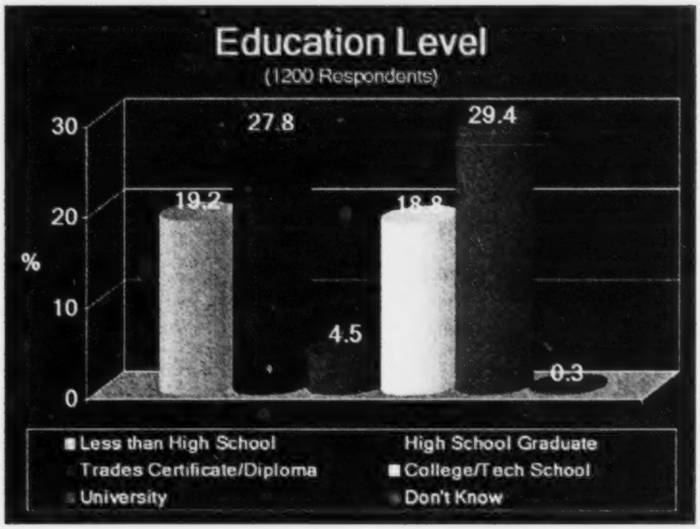
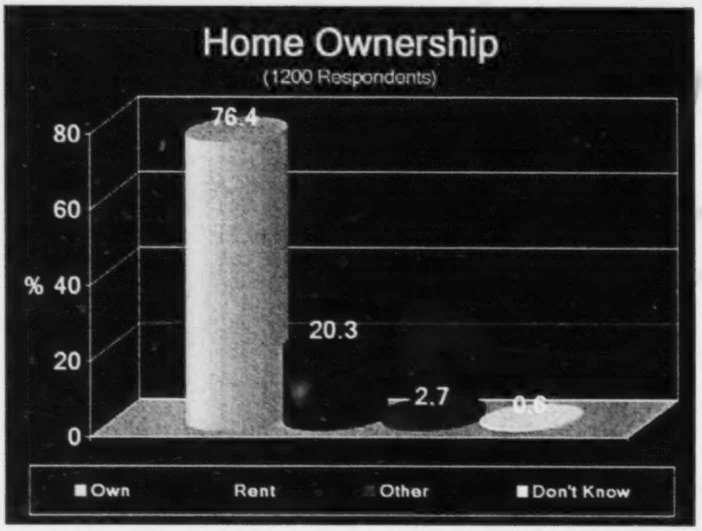


Chart 19



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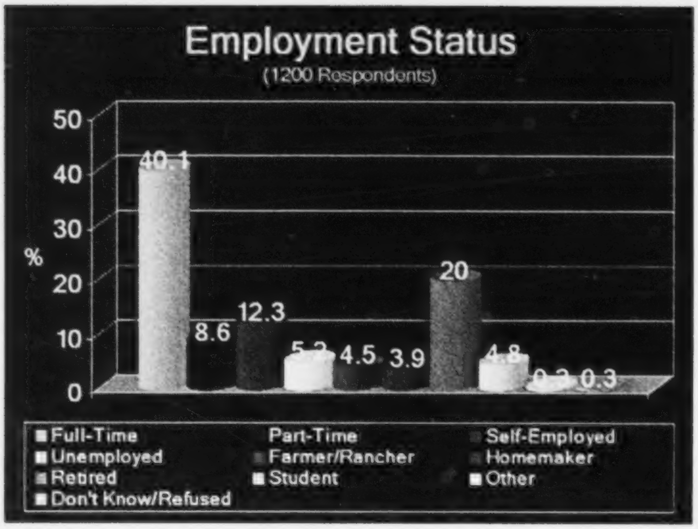
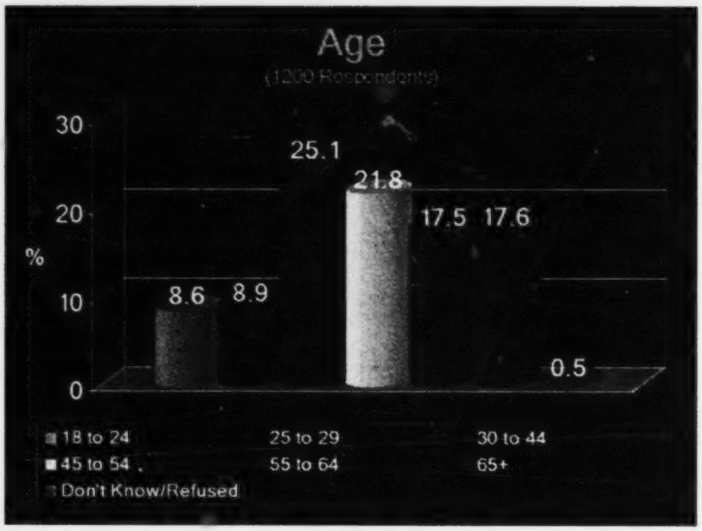


IV. Demographics Characteristics of Survey Respondents

The following charts display the demographic characteristics of the 1200 respondents who completed the Saskatchewan Omnibus Survey.

Chart 17



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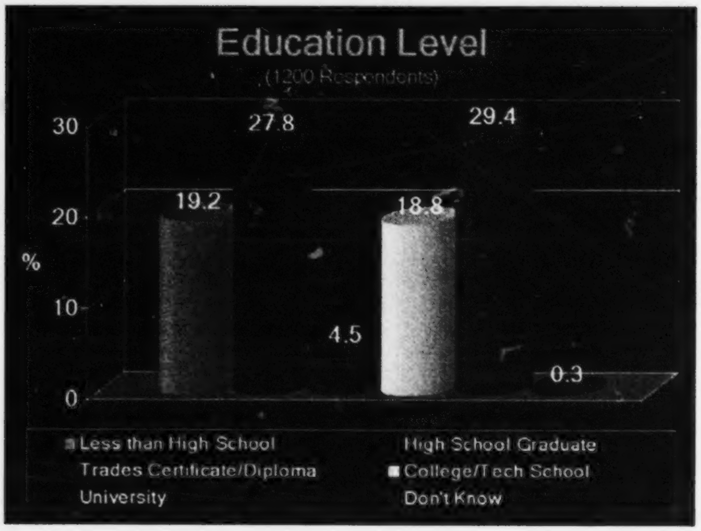

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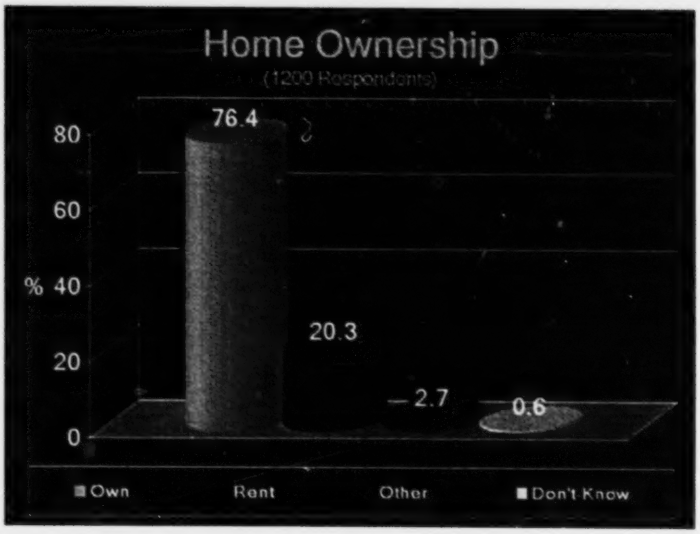

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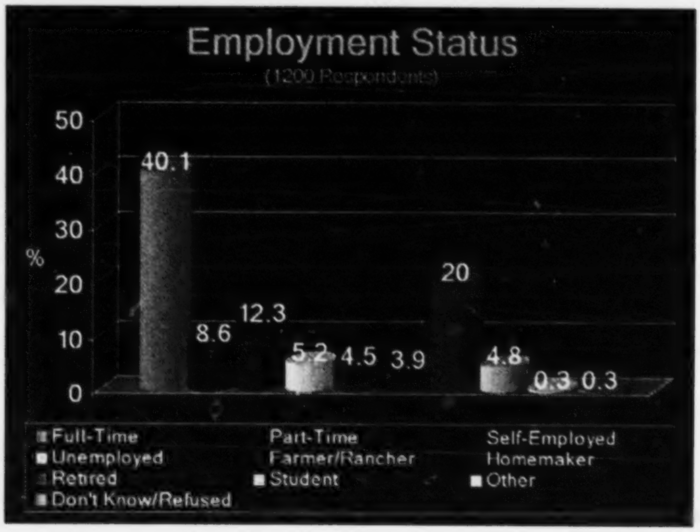


Chart 21

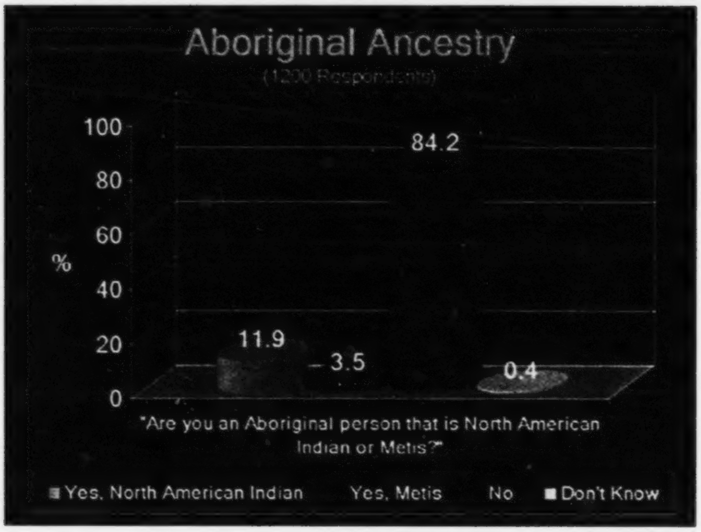


Chart 22

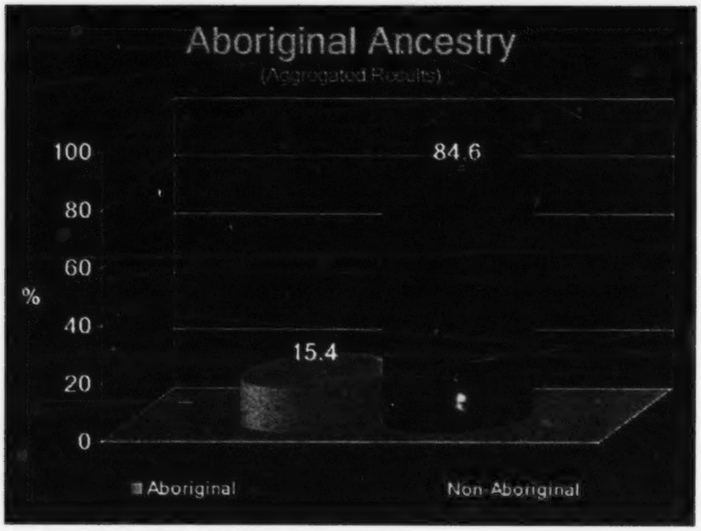
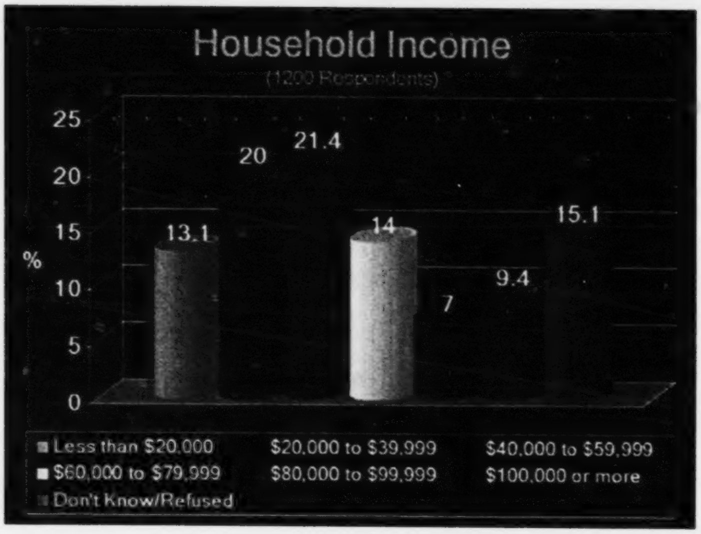


Chart 23



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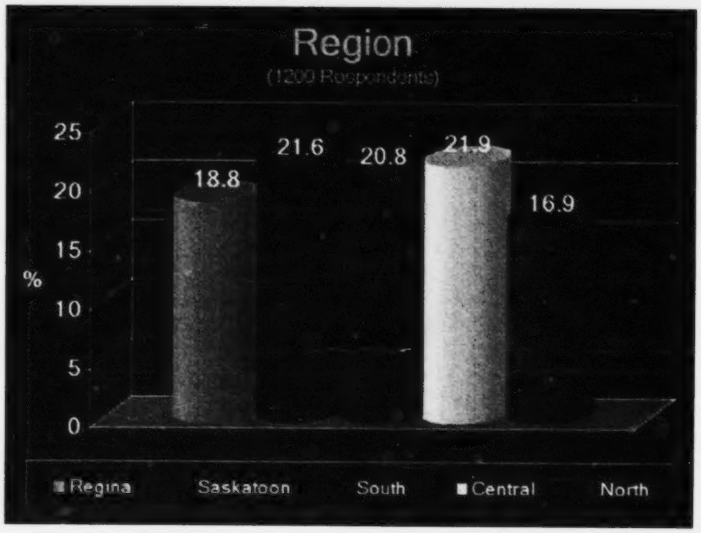

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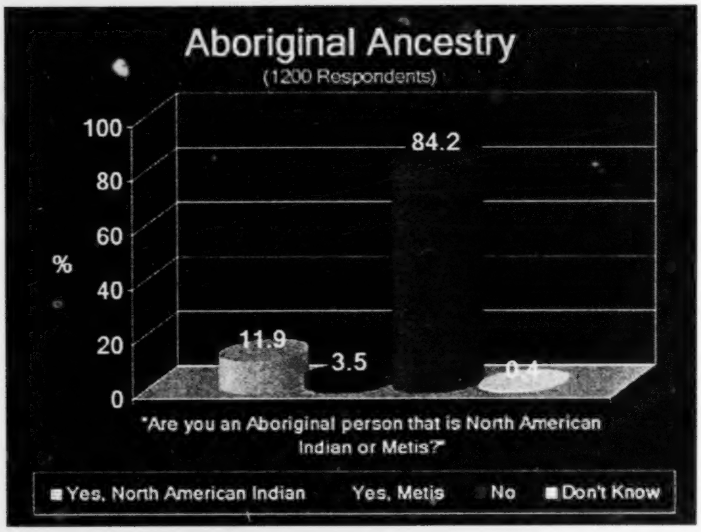

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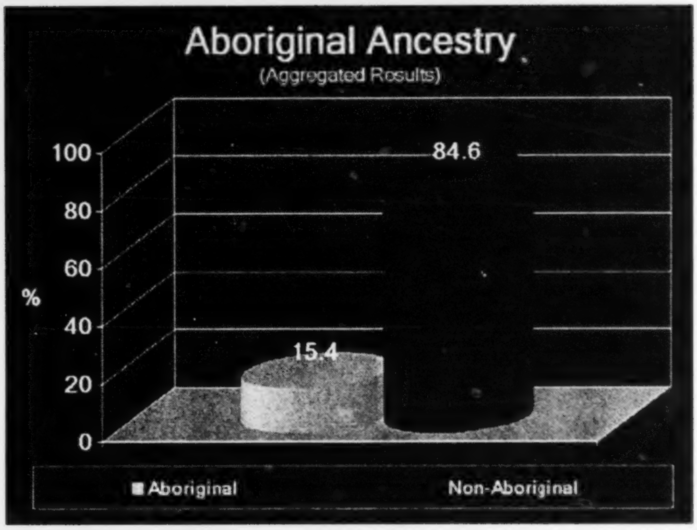

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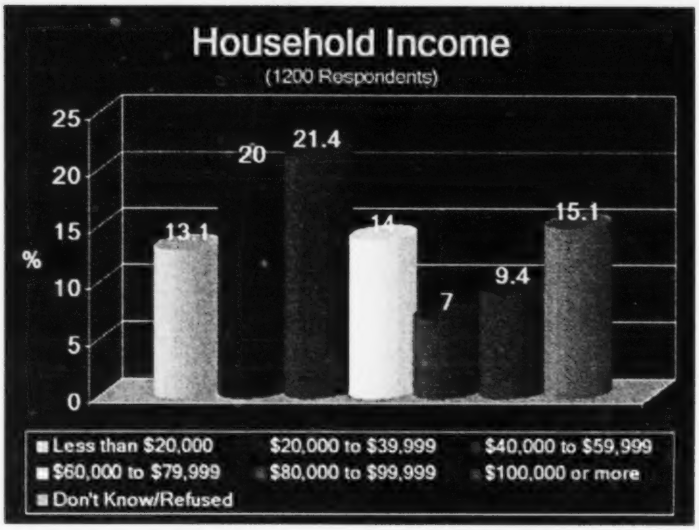

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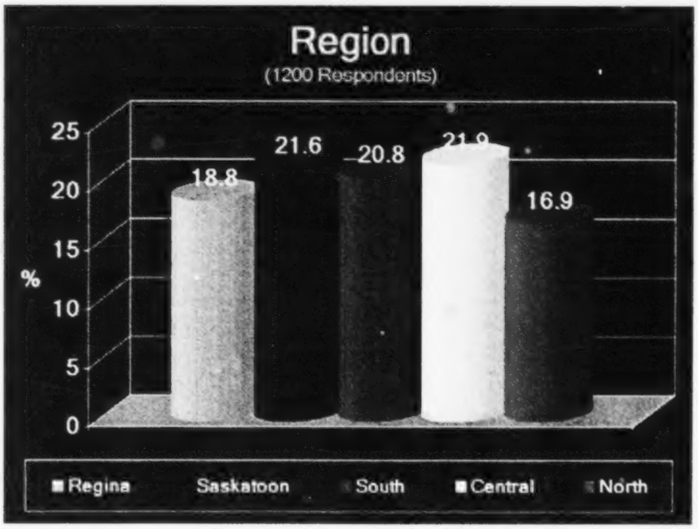

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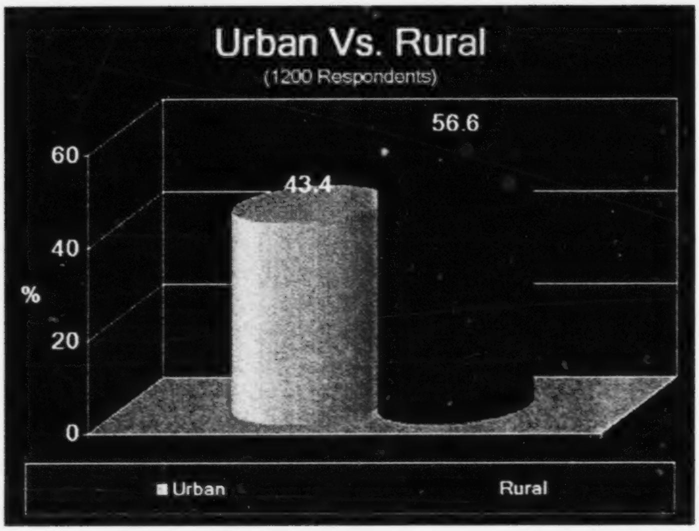


Chart 26

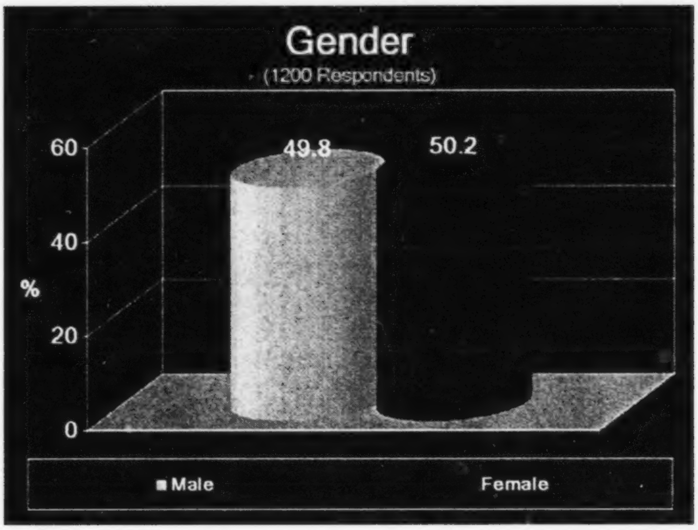


Chart 25

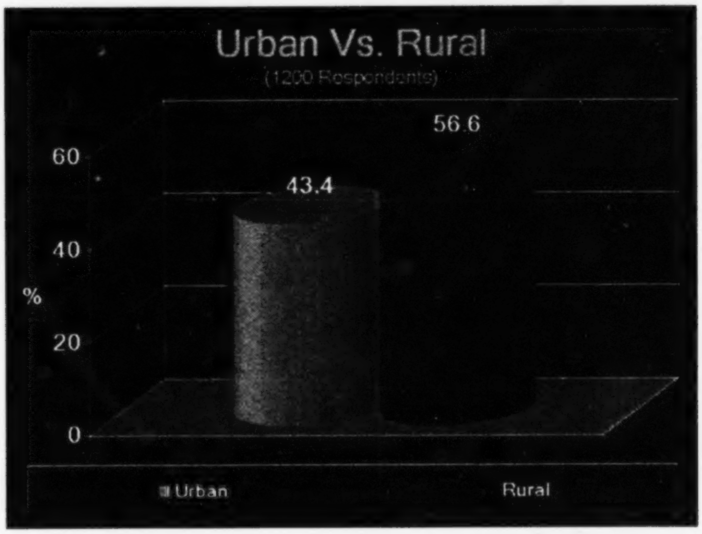
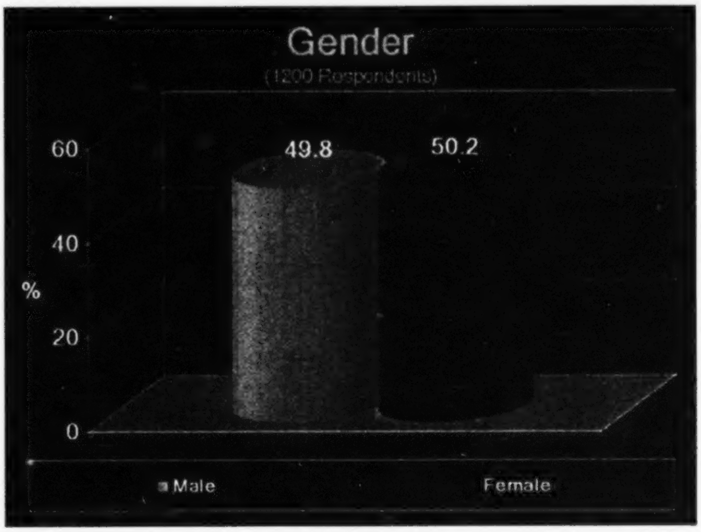


Chart 26



Department/Crown commissioning the work:

First Nations and Métis Relations

Date:	**January, 2007**
Supplier:	Decision Research Inc. Regina
Cost:	$21,950.00

A Report to
First Nations and Métis Relations
regarding
Communications Assessment
Telephone Interview Survey
Results and Highlights

January, 2007

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APPENDIX “A” The Questionnaire

Highlights

- ★ Saskatchewan's Aboriginal population most often obtains information on government programs and services from the Internet, from television and in-person at government offices (in cities), and at Band Offices (on-reserve).

- ★ Readership and recall for Saskatchewan government information is low. A majority never read this material. The material is generally considered acceptable in terms of utility and the portrayal of Aboriginal people.

- ★ Saskatchewan First Nations and Métis Relations needs to ensure its website is attractive, user-friendly and provides access to information on all programs and areas of interest. The Department should resolve that this will be its primary communication tool.

- ★ While access to the Internet among Aboriginal people is high, the Department should endeavour to combine increased emphasis on the website as the primary information source with promotion of public access points, and in some cases, individual contacts within communities.

- ★ Audiences for both television and radio is spread across so many outlets, times and programming that using these media to communicate would be ineffective. The exceptions to this are the significant audience attracted by MBC and the broad appeal of APTN.

- ★ There is no need to produce written material in any language other than English. Cree and Dené are principally oral languages and having materials translated for broadcast on MBC would be of some benefit. Increasing the number of Department staff who speak Cree or efforts to have existing staff become conversant in Cree would also be of benefit to communications.

- ★ No particular document produced by the Government stood out as being particularly good or particularly bad. Documents appear to be judged on the quality and the clarity of the information provided.

- ★ While significant numbers of Aboriginal people count themselves as at least occasional readers of Aboriginal newspapers, these documents are better used to create awareness for an effective Department website than as means to communicate specific program/service details.

- ★ When significant program or policy initiatives are introduced, public meetings, particularly on reserves, could be incorporated in the communication process.

I. Introduction

Decision Research Inc. was commissioned by Saskatchewan First Nations and Métis Relations to conduct a Communication Assessment for the Department.

Part of the Assessment was a random sample telephone interview survey of the province's Aboriginal population. The questionnaire administered in this survey is attached, Appendix "A'. This instrument was developed by Decision Research in conjunction with the Department.

The survey process itself was administered by Pulse Research Limited. Interviewing for the 400 sample survey was conducted during the period of December 15, 2006 to January 15, 2007 from the Pulse phone bank located in Saskatoon..

This report provides the results of this telephone interview survey. The standard frequencies for each of the questions on the survey is provided in the next section of this document. A survey with a sample of this size should have a precision (range of error factor) of ± 3.4 percent at a confidence level of 95% (nineteen out of twentv times).

Interviewing resulted in a sample consisting of 254 First Nations respondents, 146 Métis respondents and one Inuit respondent.

There were 187 males (46.5%) and 215 females (53.5%) completing the interviews.

The First Nations sample was divided equally among on-reserve and off-reserve. Of the 50% residing off-reserve, 45% reside in the province's major urban centres, equal numbers reside in smaller centres and towns and 10% live in rural or unincorporated areas. Over two-thirds of the Métis sample live in one of the province's cities.

First Nations respondents tend to have similar education levels, but lower levels of annual income than did their Métis counterparts in the sample.

Education Levels

	First Nation	Métis
Grade School	23	14
Some High School	79	30
High School Grad	44	39
Technical/Trades	31	13
Some University	48	32
University Grad	28	15

Annual Household Income		
	First Nation	**Métis**
< $25,000	86	34
$26,000 – $35,000	63	28
$36,000 – $49,000	32	15
$50,000 – $74,000	28	29
$75,000 – $100,000	16	10
> $100,000	7	7
Refused	13	17

The median annual household incomes for First Nations respondents was approximately $29,650 and for Métis respondents approximately $34,400. In both cases, 42% of their population had some post-secondary education.

The First Nation portion of the sample also tended to be younger than the Métis.

Age					
	Under 25	**26 – 39**	**40 – 55**	**56 – 65**	**Over 65**
First Nation	41 (16.1%)	81 (31.9%)	82 (32.3%)	31 (12.2%)	13 (51.1%)
Métis	10 (6.8%)	34 (23.3%)	59 (40.4%)	22 (15.1%)	28 (12.3%)
Total	**51 (12.7%)**	**115 (28.7%)**	**142 (35.4%)**	**53 (13.2%)**	**31 (7.7%)**

II. Print Media

Respondents were asked if they read daily newspapers, weekly or community newspapers and Aboriginal newspapers, which ones and how often. They were also asked if they read publications and materials that come out from Aboriginal organizations.

Just under one-third of the province's Aboriginal population are regular readers (almost every day) of daily newspapers, and a slightly larger group are "occasional" readers. There was only a slight difference between Métis and First Nations.

Daily Newspaper Readership

	First Nation	Métis
Almost Every Day	73 (28.7%)	47 (32.2%)
Occasionally	97 (38.2%)	46 (31.5%)
Almost Never	79 (31.1%)	49 (33.6%)
DK/Ref/Don't read	5 (2.0%)	4 (2.7%)

These readers can for the most part be reached through these publications.

Newspapers Read

	First Nation		Métis	
	Regular	Occasional	Regular	Occasional
Saskatoon *Star Phoenix*	27	31	24	19
Regina *Leader Post*	24	25	5	12
Prince Albert *Daily Herald*	9	16	11	4
Others	12	16	4	5

The "others" includes several out-of-province publications including nine mentions for the *Edmonton Journal*.

Respondents were also asked if they read weekly or community newspapers.

Weekly/Community Newspaper Readership		
	First Nation	**Métis**
Regularly	59 (23.2%)	51 (34.9%)
Occasionally	78 (3.7%)	37 (25.3%)
Almost Never	99 (39.0%)	53 (36.3%)
DK/Ref/Don't read	18 (7.1%)	5 (3.4%)

Respondents who do read these publications were asked which particular ones they read and several named those which are in fact dailies. Among the many mentions, there were 15 for the La Ronge *Northerner* and another 12 referring to various Shoppers. No other local paper had in excess of five first mentions.

There was a significant difference between Métis and First Nations in terms of readership of Aboriginal newspapers.

Aboriginal Newspaper Readership		
	First Nation	**Métis**
Regularly	64 (25.2%)	22 (15.1%)
Occasionally	122 (48.0%)	42 (28.8%)
Almost Never	59 (23.2%	70 (47.9%)
DK/Ref/Don't read	9 (3.2%)	12 (8.2%)

Papers Read				
	First Nation		**Métis**	
	Regular	**Occasional**	**Regular**	**Occasional**
Eagle Feather	22	27	11	11
SAGE	18	30	4	9
Others	24	65	7	22

The "others" were varied with the largest single publication mentioned being *Windspeaker* at 21 mentions. Respondents were also asked if they read publications or materials that come out from Aboriginal organizations. There was again a significant difference between First Nations and Métis respondents.

Aboriginal Organizations' Material Readership

	First Nation	Métis
Regularly	59 (23.2%)	20 (13.7%)
Occasionally	73 (28.7%)	56 (37.7%)
Almost Never	106 (41.7%)	63 (43.2%)
DK/Ref/Don't read	16 (6.3%)	8 (5.5%)

The lower response rate among Métis will be contributed to somewhat by the current difficulties of Métis Nation of Saskatchewan but will also reflect lower interest levels.

Females among First Nations respondents tend to be more likely to read than their male counterparts. There was no gender difference among Métis.

There was no significant difference between First Nations residents living on-reserve or off-reserve in terms of readership of Aboriginal newspapers or readership of materials emanating from Aboriginal organizations.

Readership for all print materials: dailies, weeklies, Aboriginal publications and materials from Aboriginal organizations is in all cases much higher among those aged 40 to 55 years and is lowest among both the youngest (under 25 years) and the oldest (over 65 years) respondents.

III. Electronic Media Sources

Respondents were asked about their television viewing and radio listening habits. There were 25 respondents, 16 First Nations and 9 Métis respondents who do not have a television in their household. A majority of both groups regularly watch news broadcasts on television.

Television News Broadcasts Viewership

	First Nation	Métis
Regularly	139 (58.4%)	79 (57.7%)
Occasionally	57 (23.9%)	37 (27.0%)
Almost Never	39 (16.4%0	21 (15.3%)

The largest audiences are for the "supper" (6:00 p.m.) newscasts and CTV has the highest viewership. Network numbers will be somewhat understated as they exclude several "local channel" responses.

News Broadcasts Viewed

	First Nation		Métis	
	Regular	Sometimes	Regular	Sometimes
Supper	73	28	45	22
Late	46	21	24	13
Other/Varies	21	8	10	2
CTV	64	18	44	13
CBC	26	15	13	10
Global	11	4	8	5

Among the "other" responses were 8 First Nations and 4 Métis respondents indicating CNN, 3 First Nations naming CBC *Newsworld* and there were 3 (First Nation) respondents naming APTN.

A large majority of the population spends more than an hour a week listening to radio, more often during morning hours.

Radio Listening per Week

	First Nation	Métis
Less than an hour	67 (26.4%)	33 (22.6%)
1 – 4 hours	78 (30.7%)	45 (30.8%)
4 – 10 hours	44 (17.3%)	26 (17.8%)
10 or more hours	63 (24.8%)	40 (27.4%)

More than one-in-four spend greater than 10 hours per week listening to radio.

Radio Listening Times

	First Nation	Métis
Mornings	92 (49.2%)	51 (45.1%)
Afternoon/Early Evening	23 (12.3%)	20 (17.%)
Late Evening/Night	13 (7.0%)	6 (5.3%)
Varies/All	59 (31.6%)	36 (31.9%)

The diverse responses to which channel is listened to most often reflects geography and musical preferences but there were 79 references to MBC, 55 were First Nations and 24 were Métis respondents. This represents 28% of those who listen for significant periods during a week.

Respondents were also asked how many hours they would spend in an average week watching programming on the Aboriginal People's Television Network (APTN).

APTN Viewing

	First Nation	**Métis**
Less than 1 hour	86 (36.1%)	53 (38.7%)
1 – 4 hours	96 (40.3%)	54 (39.4%)
4 – 10 hours	35 (14.7%)	17 (12.4%)
10 or more hours	10 (4.2%)	8 (5.8%)
DK / Refused	11 (4.6%)	5 (3.6%)

Those watching APTN for in excess of one hour per week represents 62% of First Nations and 60% of Métis respondents. Viewership is higher among females with 66% watching in excess of one hour compared to only 55% among males.

The tendency to watch television newscasts increases directly with the age of the respondent. "Regular" viewers account for less than one-half of those under 40 years of age, but just over three-quarters (78%) of those over 55 years of age.

The heavy radio listeners, in excess of 10 hours, tend to be both the youngest and the oldest age categories. Middle aged respondents have a greater tendency to spend time watching programming on APTN.

The vast majority of those who indicated they listen primarily to MBC are younger listeners, being named by nearly one-third of those under 40 years of age.

IV. Internet

A majority of Aboriginal people have access to the Internet across the province.

Internet Access		
First Nations	–	138 (54.3%)
Métis	–	93 (63.7%)
City	–	81 (70.4%)
On-Reserve	–	61 (53.0%)
Rural	–	18 (56.3%)

Over 40 percent of those with access spend more than 4 hours a week on the Internet.

Internet Use

	First Nation	Métis
Less than 1 hour	40 (29.0%)	17 (18.3%)
1 – 4 hours	47 (34.1%)	27 (29.0%)
4 – 10 hours	20 (14.5%)	18 (19.4%)
10 or more hours	30 (21.7%)	28 (30.1%)
Total With Access	138	93

Using the Internet to access information on government services and programs is more common among Métis (58 yes, 18 no) than among First Nations respondents (58 yes, 39 no).

Those with experience were asked how difficult it is, first to find information on government services on the Internet and then how easy they find the information is to use and understand. They generally find the information easier to use than to find.

Government Information on Internet		
	First Nation	**Métis**
To Find:		
Very Easy	19	16
Somewhat Easy	24	19
Somewhat Difficult	14	23
To Use:		
Very Easy	25	20
Somewhat Easy	26	24
Somewhat Difficult	7	13

Only among the oldest (over 65 years of age) respondents is Internet access low (under 5%).

Younger respondents are less likely to have accessed government information through the Internet and those who have are somewhat more likely to indicate it is hard to find but are also more likely to find it relatively easy to understand and to use.

While a higher percentage of females have access to the Internet than do males, they spend less time on average on the Internet and are less likely to have used the Internet to access information on government programs and services.

V. Habits and Preferences

The sample was asked to indicate what their main source of information on government services and programs is at present. The number indicating each are shown by First Nation/Métis, by gender and for those living on reserves.

Current Information Sources

	First Nations	Métis	Male	Female	On-Reserve
Internet	48	35	36	47	16
Television	34	27	27	34	23
Dailies	20	13	18	15	6
Band Office	31	2	16	17	27
Word-of-Mouth	15	15	8	22	4
Radio	19	5	15	9	14
Government Office	15	3	10	8	3
Mail	7	8	7	8	4
Weeklies	7	4	5	6	4
Friends/Family	8	2	5	5	–
Radio and TV	6	4	6	4	3
Community Centre	2	1	2	1	–
Community Leaders	3	–	3	–	–
Aboriginal Newspaper	1	2	1	2	–
Métis Local	1	2	1	2	–
FN Organizations	1	1	1	1	1
FSIN	2	–	1	1	2
Tribal Council	1	–	–	1	1
Other Print	1	–	–	1	1

They were then asked to indicate what they feel is the best way or their preferred method of obtaining this information. The same breakdowns are shown for this data.

Best Method of Communication

	First Nations	Métis	Male	Female	On-Reserve
Mail	74	42	50	66	44
Internet	47	40	46	41	21
Television	22	19	17	24	10
Dailies	14	11	12	13	10
Radio	15	4	10	9	7
Band Office	16	1	8	9	13
Weeklies	10	3	5	8	6
Government Office	10	2	5	7	1
Personally	10	1	7	4	3
Radio and TV	3	1	1	2	1
Community Leaders	3	1	2	2	–
FSIN	3	–	3	–	2
Métis Local	–	3	2	1	–
Aboriginal Newspaper	2	–	1	1	2
Other Print	1	–	–	1	–
FN Organizations	–	–	–	–	–
Community Centre	1	–	–	1	–
Tribal Council	1	–	1	–	1

While few currently rely on the mail as a source of information, it remains the most often cited as the best method.

They were then asked rate the particular methods of distributing information as good or poor for individuals or families such as themselves. The chart shows the "very good" responses for each method.

"Very Good" Ratings for Information Distribution

	First Nations	Métis	Male	Female	On-Reserve	City
Mail / Brochures	63	42	43	62	34	34
Band Office/Community Centre	72	31	41	62	40	30
Internet	52	37	43	56	22	33
Radio	55	28	39	44	38	16
Community Leaders/Elders	50	22	32	40	27	20
FN/Métis Organizations	42	23	30	35	26	20
Television	36	27	27	36	22	16
Dailies	36	22	37	31	21	20
Weeklies	36	21	25	32	21	15
Meetings	44	14	28	30	22	12
Government Office	31	13	18	26	11	13

The highest "very poor" assessments given in response to these questions were for Internet (50), Public Meetings (40) and through community leaders/Elders (27). Of those indicating a "very poor" assessment for the Internet, 34 of 50 respondents do not have access. Métis respondents and those in urban centres tended to be more negative towards public meetings.

VI. Interests

Respondents were presented with a list of 19 programs or areas and were asked to indicate if they would be very interested, somewhat interested or not really interested in obtaining information on government activities in these areas.

Interest in Information

	Very Interested	Somewhat Interested	Not Very Interested	Don't Know/ Not Sure
Education	283	81	35	2
Economic Development	209	142	46	4
Self-Governance	117	151	110	–
Treaty Land Entitlements	193	109	87	12
Employment Programs	274	85	38	4
Advanced Education/Employment	299	72	29	1
Programs for Women	274	88	36	3
Youth Programs	297	73	30	1
Seniors Programs	233	108	56	4
Health Care	296	88	16	2
Partnerships Agreements	149	134	82	36
Child Care	258	83	58	2
Environment	250	118	29	4
Agriculture	151	124	116	10
Highways	185	129	80	7
Arts and Culture	211	132	54	4
Social Services	182	126	86	7
Community Resources	222	132	36	11
Funding Sources	268	93	36	4

While there is significant interest in all these areas, those eliciting the most interest were health care, youth programs and advanced education and employment. The areas where there tended to be less interest were self-governance, agriculture, partnership agreements and Treaty Land Entitlements.

They were also asked if there were any other areas or types of information that would be of interest to them or their families. These were generally specific but several have been roughly grouped as follows:

Other Areas or Types of Information of Interest		
Recreation/Sports	–	11
Housing	–	10
Health (specific)	–	10
Education (specific)	–	9
Specific Industries	–	7
Justice / Legal	–	6
Business Assistance	–	6

Respondents were asked in what language they would prefer to have this information available. The answers other than English were:

Language Preference Other than English		
Cree	–	9
Cree and English	–	2
Cree, Dené, English	–	2
Cree, Dené, Métis	–	1
Salteaux	–	2
Nakado, Chipewayan, French, 1 each		

All these respondents did indicate that English was acceptable if it was not possible to have information in this(ese) language(s).

VII. Government Materials

Respondents were asked how often they read publications or materials that come from the Saskatchewan Government.

Readership of Saskatchewan Government Publications

	First Nation	Métis
Regularly	35 (13.8%)	10 (6.8%)
Occasionally	75 (29.5%)	45 (30.8%)
Almost Never	132 (52.0%)	79 (54.1%)
DK/Ref/Don't read	12 (4.7%)	12 (8.2%)

Overall, only 11.3% read this material regularly. Comparing this to the 30% who read dailies almost every day, 28% regularly reading a weekly/community newspaper or the 20% who regularly read material coming out from Aboriginal organizations, this is a very low level.

Respondent were asked if they recalled particular information that they found either particularly useful or well done and also if they recalled any that they found particularly bad or poorly done. Just slightly more recalled good pieces than recalled bad.

Recall

	First Nation	Métis
Particularly Good	51 (20.1%)	32 (21.9%)
Particularly Bad	45 (17.7%)	29 (19.9%)

In both cases, they were asked if they recalled what subject the information dealt with and what it was they liked or disliked about the particular piece.

There was no document or program that received more than two mentions among either

First Nations or Métis respondents in terms of a particularly good piece. Regardless of the piece, what was liked in general was that the piece in question was informative or answered specific questions the reader might have.

Similarly, no particular government document was raised by more than one individual as being particularly bad. Many of the comments here indicate there was a general negative response rather than concern over a specific item. Complaints also tend to be general with repeated reference to information being too complicated or confusing or not informative enough.

Despite these comments, for the most part, Aboriginal people find government information easy to understand and make use of.

Perception of Government Information

	First Nation	**Métis**
Yes, Easy to Use	185 (72.8%)	91 (62.3%)
No	43 (16.9%)	40 (27.4%)
Not Sure/Don't Know	26 (10.2%)	15 (10.3%)

They also generally find that the information is prepared with someone like them or their family in mind although Métis are less sure on this count.

Government Information Targeted to Respondent

	First Nation	**Métis**
Yes	173 (68.1%)	70 (47.9%)
No	50 (19.7%)	52 (35.6%
Not Sure	31 (12.2%)	24 (16.4%)

Most also find that the information prepared by the Government of Saskatchewan portrays First Nation and Métis people in a positive manner.

Government Information Gives Positive Portrayal

	First Nation	Métis
Yes	173 (68.1%)	89 (60.1%)
No	39 (15.4%)	28 (19.2%)
Not Sure	42 (16.5%)	29 (19.9%)

Agreement with the statement was 69.5% among males and 62.1% among females.

Younger respondents tend to be more positive towards the targeting of this material and the portrayal of Aboriginals but also tend to have the lowest levels of recall for government materials.

The interviews concluded by asking respondents if there was anything they could suggest which would improve the quality or usefulness of information prepared by the Government that deals with programs and services targeted at First Nations or Métis people. The complete set of responses to this question follow. One repeated comment points to the need to use clear, simple, straight-forward language.

VIII. Results

Frequencies

Are you...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	0.2	0.2	0.2
	First Nation	254	63.2	63.2	63.4
	Inuit	1	0.2	0.2	63.7
	Métis	146	36.3	36.3	100.0
	Total	402	100.0	100.0	

I want to start by asking a few questions about how you currently obtain information. First: How often do you read a daily newspaper?...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost every day	121	30.1	30.2	30.2
	Only occasionally	143	35.6	35.7	65.8
	Hardly every/never	128	31.8	31.9	97.8
	Refused	9	2.2	2.2	100.0
	Total	401	99.8	100.0	
Missing	System	1	0.2		
Total		402	100.0		

Which daily newspaper do you read? (Probe for a Saskatchewan paper. Record the primary daily if more than one.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily paper	267	66.4	100.0	100.0
Missing	-9,998.00	134	33.3		
	System	1	0.2		
	Total	135	33.6		
Total		402	100.0		

Daily Paper

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	StarPhoenix	101	25.1	38.0	38.0
	Leader-Post	67	16.7	25.2	63.2
	Daily Herald (PA)	40	10.0	15.0	78.2
	News Optimist (N B)	5	1.2	1.9	80.1
	Edmonton Journal	7	1.7	2.6	82.7
	Meadow Lake	5	1.2	1.9	84.6
	Moose Jaw Times	2	0.5	0.8	85.3
	Northern Pride	12	3.0	4.5	89.8
	Don't know	5	1.2	1.9	91.7
	Other	22	5.5	8.3	100.0
	Total	266	66.2	100.0	
Missing	System	136	33.8		
Total		402	100.0		

Does your household have a television?

		Frequency	Percent	Valid Percent	Cumulative
Valid	Yes	376	93.5	93.8	93.8
	No	25	6.2	6.2	100.0
Total		402	100.0		

And how often would you watch news broadcasts on television? Would you watch these...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regularly	219	54.5	58.2	58.2
	Sometimes	94	23.4	25.0	83.2
	Almost never	60	14.9	16.0	99.2
	Refused r	3	0.7	0.8	100.0
	Total	376	93.5	100.0	
Missing	-9,998.00	25	6.2		
	System	1	0.2		
	Total	26	6.5		
Total		402	100.0		

When you watch newscasts on television is it generally the...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Supper (6 o'clock) broadcasts, or	169	42.0	54.0	54.0
	Late evening	103	25.6	32.9	86.9
	Other (do not read)	41	10.2	13.1	100.0
	Total	313	77.9	100.0	
	-9,998.00	88	21.9		
	Total	89	22.1		
Total		402	100.0		

And which channel's news do you most often watch?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Record call letters	313	77.9	100.0	100.0
Missing	-9,998.00	88	21.9		
	Total	89	22.1		
Total		402	100.0		

TV News

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CTV	140	34.8	44.7	44.7
	Global	28	7.0	8.9	53.7
	CBC	64	15.9	20.4	74.1
	APTN	3	0.7	1.0	75.1
	All	5	1.2	1.6	76.7
	CBC Newsworld	3	0.7	1.0	77.6
	Don't know	23	5.7	7.3	85.0
	Other	47	11.7	15.0	100.0
	Total	313	77.9	100.0	
Missing	System	89	22.1		
Total		402	100.0		

In an average week, how many hours would you spend watching television programming on APTN (Aboriginal Peoples' Television Network)? Would it be..

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less one hour/none	139	34.6	37.0	37.0
	One to four hours	150	37.3	39.9	76.9
	Between 4-10 hrs	52	12.9	13.8	90.7
	Ten hours or more?	19	4.7	5.1	95.7
	DK/ref (do not read)	16	4.0	4.3	100.0
	Total	376	93.5	100.0	
Missing	-9,998.00	25	6.2		
	System	1	0.2		
	Total	26	6.5		
Total		402	100.0		

And in an average week, how many hours would you spend listening to radio? Would it be...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less one hour/none	101	25.1	25.2	25.2
	One to four hours	123	30.6	30.7	55.9
	Between 4 -10hours	70	17.4	17.5	73.3
	Ten hours or more?	103	25.6	25.7	99.0
	DK/ref (do not read)	4	1.0	1.0	100.0
	Total	401	99.8	100.0	
Missing	System	1	0.2		
Total		402	100.0		

What time of day do you generally listen to the radio? Is it most often...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mornings	143	35.6	47.7	47.7
	Late afternoon and early evening	43	10.7	14.3	62.0
	Later evening and night?	19	4.7	6.3	68.3
	Varies/all times	95	23.6	31.7	100.0
	Total	300	74.6	100.0	
Missing	-9,998.00	101	25.1		
	Total	102	25.4		
Total		402	100.0		

And which radio station do you most often listen to?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	(Record call letters)	300	74.6	100.0	100.0
Missing	-9,998.00	101	25.1		
	Total	102	25.4		
Total		402	100.0		

Do you read a weekly or community newspaper...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regularly	111	27.6	27.7	27.7
	Occasionally	115	28.6	28.7	56.4
	Almost never?	152	37.8	37.9	94.3
	Refused	23	5.7	5.7	100.0
Total		402	100.0		

Do you read aboriginal newspapers...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regularly	86	21.4	21.4	21.4
	Occasionally	164	40.8	40.9	62.3
	Almost never?	130	32.3	32.4	94.8
	DK/refused	21	5.2	5.2	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

Which aboriginal newspaper(s) do you read?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sage	61	15.2	24.4	24.4
	Eaglefeather	71	17.7	28.4	52.8
	Other	118	29.4	47.2	100.0
	Total	250	62.2	100.0	
Missing	-9,998.00	151	37.6		
	Total	152	37.8		
Total		402	100.0		

Do you read publications or materials that come out from FSIN, Tribal Councils or Métis locals...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regularly	79	19.7	19.7	19.7
	Occasionally	128	31.8	31.9	51.6
	Almost never?	170	42.3	42.4	94.0
	DK/ref (don't read)	24	6.0	6.0	100.0
	Total	401	99.8	100.0	
Missing	System	1	0.2		
Total		402	100.0		

And do you read publications or materials that come out from the Saskatchewan Government's First Nations and Métis Relations regularly, sometimes or almost never?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Regularly	45	11.2	11.2	11.2
	Occasionally	120	29.9	29.9	41.1
	Almost never?	212	52.7	52.9	94.0
	DK/ref (don't read)	24	6.0	6.0	100.0
	Total	401	99.8	100.0	
Missing	System	1	0.2		
Total		402	100.0		

Do you have access to the Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	232	57.7	57.9	57.9
	No	169	42.0	42.1	100.0
	Total	401	99.8	100.0	
Missing	System	1	0.2		
Total		402	100.0		

How many hours in an average week would you spend on the internet? Would it be...

		Frequency	Percent	Valid Percent	Cumulative
Valid	≤ hour/none	57	14.2	24.6	24.6
	One to four hours	75	18.7	32.3	56.9
	Between 4-10 hours	38	9.5	16.4	73.3
	Ten hours or more?	58	14.4	25.0	98.3
	DK/ref (do not read)	4	1.0	1.7	100.0
	Total	232	57.7	100.0	
	-9,998.00	169	42.0		
	Total	170	42.3		
Total		402	100.0		

Do you ever use the Internet to access information on government services and programs?

		Frequency	Percent	Valid Percent	Cumulative
Valid	Yes	117	29.1	66.9	66.9
	No	57	14.2	32.6	99.4
	DK/ref	1	0.2	0.6	100.0
	Total	175	43.5	100.0	
	-9,998.00	226	56.2		
	Total	227	56.5		
Total		402	100.0		

When you are looking for information on government services or programs using the internet do you generally find that the information is...

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very easy to find	35	8.7	29.9	29.9
	Somewhat easy or	43	10.7	36.8	66.7
	Somewhat difficult	38	9.5	32.5	99.1
	DK/ref (don't read)	1	0.2	0.9	100.0
	Total	117	29.1	100.0	
Missing	-9,998.00	284	70.6		
	Total	285	70.9		
Total		402	100.0		

And when you do find information on the internet on government services and programs, is that information generally presented in a way that makes it...

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very easy to understand and use,	45	11.2	38.5	38.5
	Somewhat easy to understand and use, or	50	12.4	42.7	81.2
	Somewhat difficult to understand and use?	21	5.2	17.9	99.1
	Don't know/not sure	1	0.2	0.9	100.0
	Total	117	29.1	100.0	
	-9,998.00	284	70.6		
	Total	285	70.9		
Total		402	100.0		

Still thinking about information on government programs and services or policies, what is your main source of information on these? (no prompt)

		Frequency	Percent	Valid Percent	Cumulative
Valid	Television	61	15.2	15.2	15.2
	Radio	24	6.0	6.0	21.2
	Radio and TV	10	2.5	2.5	23.7
	Internet	79	19.7	19.7	43.4
	Métis locals	3	0.7	0.7	44.1
	Community Centre	3	0.7	0.7	44.9
	Band office	31	7.7	7.7	52.6
	FSIN	2	0.5	0.5	53.1
	Daily newspaper	33	8.2	8.2	61.3
	Weekly/commnewsp	10	2.5	2.5	63.8
	Mail/brochure/leaflet/	16	4.0	4.0	67.8
	Aboriginal newspaper	1	0.2	0.2	68.1
	Magazine/other print	1	0.2	0.2	68.3
	Community	3	0.7	0.7	69.1

	First nations org	2	0.5	0.5	69.6
	Government office	18	4.5	4.5	74.1
	Friendship centres	3	0.7	0.7	74.8
	Tribal councils	1	0.2	0.2	75.1
	Other (record)	78	19.4	19.5	94.5
	dk/ref	22	5.5	5.5	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

And what would be the best way to get information on government services and programs to you or by what method would you prefer to get this information? (no prompt)

		Frequency	Percent	Valid Percent	Cumulative
Valid	Television	41	10.2	10.2	10.2
	Radio	19	4.7	4.7	15.0
	Radio and TV	4	1.0	1.0	16.0
	Internet	84	20.9	20.9	36.9
	Métis locals	2	0.5	0.5	37.4
	Community Centre	1	0.2	0.2	37.7
	Band office	17	4.2	4.2	41.9
	FSIN	3	0.7	0.7	42.6
	Daily newspaper	25	6.2	6.2	48.9
	Weekly/commnewspr	13	3.2	3.2	52.1
	Mail/brochure/leaflet/	114	28.4	28.4	80.5
	Aboriginal newspaper	2	0.5	0.5	81.0
	Magazine/other print	1	0.2	0.2	81.3
	Community ldrs	4	1.0	1.0	82.3
	Government office	12	3.0	3.0	85.3
	Tribal councils	1	0.2	0.2	85.5
	Other (record)	39	9.7	9.7	95.3
	Dk/ref	19	4.7	4.7	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

I'm going to list a number of methods that might be used to get information on government programs and services out to you or families like yours. For each - Television

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very poor	20	5.0	5.0	5.0
	Poor	68	16.9	17.0	21.9
	Good	244	60.7	60.8	82.8
	Very good	63	15.7	15.7	98.5
	Not sure/don't know	6	1.5	1.5	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

- Radio

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very poor	18	4.5	4.5	4.5
	Poor	77	19.2	19.2	23.7
	Good	216	53.7	53.9	77.6
	Very good	83	20.6	20.7	98.3
	Not sure/don't know	7	1.7	1.7	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

- Daily Newspaper

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very poor	20	5.0	5.0	5.0
	Poor	76	18.9	19.0	23.9
	Good	230	57.2	57.4	81.3
	Very good	59	14.7	14.7	96.0
	Not sure/don't know	16	4.0	4.0	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

- Weekly/Community newspaper

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very poor	26	6.5	6.5	6.5
	Poor	83	20.6	20.7	27.2
	Good	215	53.5	53.6	80.8
	Very good	58	14.4	14.5	95.3
	Not sure/don't know)	19	4.7	4.7	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

- Internet/websites

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very poor	50	12.4	12.5	12.5
	Poor	71	17.7	17.7	30.2
	Good	163	40.5	40.6	70.8
	Very good	89	22.1	22.2	93.0
	Not sure/don't know	28	7.0	7.0	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

- Mailed brochures

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very poor	21	5.2	5.2	5.2
	Poor	82	20.4	20.4	25.7
	Good	182	45.3	45.4	71.1
	Very good	106	26.4	26.4	97.5
	Not sure/don't know	10	2.5	2.5	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

- Public meetings

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very poor	40	10.0	10.0	10.0
	Poor	131	32.6	32.7	42.6
	Good	161	40.0	40.1	82.8
	Not sure/don't know)	10	2.5	2.5	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

- Information available at government offices

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very poor	26	6.5	6.5	6.5
	Poor	121	30.1	30.2	36.7
	Good	193	48.0	48.1	84.8
	Very good	44	10.9	11.0	95.8
	Not sure/don't know	17	4.2	4.2	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

- Information available at community centres or band offices

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very poor	16	4.0	4.0	4.0
	Poor	60	14.9	15.0	19.0
	Good	206	51.2	51.4	70.3
	Very good	103	25.6	25.7	96.0
	Not sure/don't know	16	4.0	4.0	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

- With information from Saskatchewan First Nations or Métis organizations

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very poor	18	4.5	4.5	4.5
	Poor	63	15.7	15.7	20.2
	Good	229	57.0	57.1	77.3
	Very good	65	16.2	16.2	93.5
	Not sure/don't know	26	6.5	6.5	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

- Using community leaders and elders to distribute information

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very poor	27	6.7	6.7	6.7
	Poor	100	24.9	24.9	31.7
	Good	187	46.5	46.6	78.3
	Very good	72	17.9	18.0	96.3
	Not sure/don't know	15	3.7	3.7	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

I'd also like to know the types of programs or areas that would be of interest to you or your family. For each area I'd like you to tell me if you would b - Education

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very interested	283	70.4	70.6	70.6
	Somewhat interested	81	20.1	20.2	90.8
	Not really interested	35	8.7	8.7	99.5
	Don't know/not sure	2	0.5	0.5	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

- Economic Development

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very interested	209	52.0	52.1	52.1
	Somewhat interested	142	35.3	35.4	87.5
	Not really interested	46	11.4	11.5	99.0
	Don't know/not sure	4	1.0	1.0	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

- Self Governance

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very interested	117	29.1	29.2	29.2
	Somewhat interested	151	37.6	37.7	66.8
	Not really interested	110	27.4	27.4	94.3
	Don't know/not sure	23	5.7	5.7	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

- Treaty Land Entitlement

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very interested	193	48.0	48.1	48.1
	Somewhat interested	109	27.1	27.2	75.3
	Not really interested	87	21.6	21.7	97.0
	Don't know/not sure	12	3.0	3.0	100.0
Total		402	100.0		

- Employment programs

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very interested	274	68.2	68.3	68.3
	Somewhat interested	85	21.1	21.2	89.5
	Not really interested	38	9.5	9.5	99.0
	Don't know/not sure)	4	1.0	1.0	100.0
Total		402	100.0		

- Advanced education/employment

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very interested	299	74.4	74.6	74.6
	Somewhat interested	72	17.9	18.0	92.5
	Not really interested	29	7.2	7.2	99.8
	Don't know/not sure	1	0.2	0.2	100.0
Total		402	100.0		

- Programs for women

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very interested	274	68.2	68.3	68.3
	Somewhat interested	88	21.9	21.9	90.3
	Not really interested	36	9.0	9.0	99.3
	Don't know/not sure	3	0.7	0.7	100.0
Total		402	100.0		

- Youth Programs

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very interested	297	73.9	74.1	74.1
	Somewhat interested	73	18.2	18.2	92.3
	Not really interested	30	7.5	7.5	99.8
	Don't know/not sure	1	0.2	0.2	100.0
Total		402	100.0		

- Seniors programs

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very interested	233	58.0	58.1	58.1
	Somewhat interested	108	26.9	26.9	85.0
	Not really interested	56	13.9	14.0	99.0
	Don't know/not sure	4	1.0	1.0	100.0
Total		402	100.0		

- Health Care

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very interested	295	73.4	73.6	73.6
	Somewhat interested	88	21.9	21.9	95.5
	Not really interested	16	4.0	4.0	99.5
	Don't know/not sure	2	0.5	0.5	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

- Partnership Agreements

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very interested	149	37.1	37.2	37.2
	Somewhat interested	134	33.3	33.4	70.6
	Not really interested	82	20.4	20.4	91.0
	Don't know/not sure	36	9.0	9.0	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

- Child care

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very interested	258	64.2	64.3	64.3
	Somewhat interested	83	20.6	20.7	85.0
	Not really interested	58	14.4	14.5	99.5
	Don't know/not sure	2	0.5	0.5	100.0
Total		402	100.0		

- Environment

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very interested	250	62.2	62.3	62.3
	Somewhat interested	118	29.4	29.4	91.8
	Not really interested	29	7.2	7.2	99.0
	Don't know/not sure	4	1.0	1.0	100.0
Total		402	100.0		

- Agriculture

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very interested	151	37.6	37.7	37.7
	Somewhat interested	124	30.8	30.9	68.6
	Not really interested	116	28.9	28.9	97.5
	Don't know/not sure	10	2.5	2.5	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

- Highways

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very interested	185	46.0	46.1	46.1
	Somewhat interested	129	32.1	32.2	78.3
	Not really interested	80	19.9	20.0	98.3
	Don't know/not sure	7	1.7	1.7	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

- Arts and Culture

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very interested	211	52.5	52.6	52.6
	Somewhat interested	132	32.8	32.9	85.5
	Not really interested	54	13.4	13.5	99.0
	Don't know/not sure)	4	1.0	1.0	100.0
Total		402	100.0		

- Social Services

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very interested	182	45.3	45.4	45.4
	Somewhat interested	126	31.3	31.4	76.8
	Not really interested	86	21.4	21.4	98.3
	Don't know/not sure	7	1.7	1.7	100.0
Total		402	100.0		

- Community Resources

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very interested	222	55.2	55.4	55.4
	Somewhat interested	132	32.8	32.9	88.3
	Not really interested	36	9.0	9.0	97.3
	Don't know/not sure	11	2.7	2.7	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

- Funding sources

		Frequency	Percent	Valid Percent	Cumulative
Valid	Very interested	268	66.7	66.8	66.8
	Somewhat interested	93	23.1	23.2	90.0
	Not really interested	36	9.0	9.0	99.0
	Don't know/not sure	4	1.0	1.0	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

In what language would you prefer to have this information presented or available?

		Frequency	Percent	Valid Percent	Cumulative
Valid	English	376	93.5	93.8	93.8
	Other (record)	25	6.2	6.2	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

If it was not possible to have this information readily available in <q13a> is English an acceptable alternative for you and your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	25	6.2	100.0	100.0
Missing	-9,998.00	376	93.5		
	Total	377	93.8		
Total		402	100.0		

Do you recall any information that you noticed for a government program or service that you found particularly useful or particularly well done?

		Frequency	Percent	Valid Percent	Cumulative
Valid	No/not really/not sure	318	79.1	79.3	79.3
	Yes	83	20.6	20.7	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

Do you recall what subject that information piece dealt with?

		Frequency	Percent	Valid Percent	Cumulative
Valid	No	9	2.2	10.8	10.8
	Yes (record)	74	18.4	89.2	100.0
	Total	83	20.6	100.0	
Missing	-9,998.00	318	79.1		
	Total	319	79.4		
Total		402	100.0		

And do you recall what it was about this piece that you found particularly useful or appealing?

		Frequency	Percent	Valid Percent	Cumulative
Valid	No	12	3.0	16.2	16.2
	Yes (record)	62	15.4	83.8	100.0
	Total	74	18.4	100.0	
Missing	-9,998.00	327	81.3		
	Total	328	81.6		
Total		402	100.0		

And do you recall any information that you noticed for a government program or service that you found was particularly bad or poorly done?

		Frequency	Percent	Valid Percent	Cumulative
Valid	No/not really/not sure	326	81.1	81.3	81.3
	Yes	75	18.7	18.7	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

Do you recall what subject that information piece dealt with?

		Frequency	Percent	Valid Percent	Cumulative
Valid	No	10	2.5	13.3	13.3
	Yes (record)	65	16.2	86.7	100.0
	Total	75	18.7	100.0	
	-9,998.00	326	81.1		
	Total	327	81.3		
Total		402	100.0		

Do you recall what it was about this piece that made it particularly bad?

		Frequency	Percent	Valid Percent	Cumulative
Valid	No	14	3.5	21.5	21.5
	Yes (record)	51	12.7	78.5	100.0
	Total	65	16.2	100.0	
	-9,998.00	336	83.6		
	Total	337	83.8		
Total		402	100.0		

Do you find the information you do receive on Government programs and services is easy to understand and make use of?

		Frequency	Percent	Valid Percent	Cumulative
Valid	Yes	276	68.7	68.8	68.8
	No	84	20.9	20.9	89.8
	Not sure/don't know	41	10.2	10.2	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

Do you feel like this information is prepared with someone like you or your family in mind?

		Frequency	Percent	Valid Percent	Cumulative
Valid	Yes	243	60.4	60.6	60.6
	No	103	25.6	25.7	86.3
	Not sure/don't know	55	13.7	13.7	100.0
Total		402	100.0		

Do you find that the information prepared by the Government on its programs and services that you recall portrays First Nation and Métis people in a positive manner?

		Frequency	Percent	Valid Percent	Cumulative
Valid	Yes	263	65.4	65.6	65.6
	No	67	16.7	16.7	82.3
	Not sure/don't know	71	17.7	17.7	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

And is there anything that you can suggest which would improve the quality or the usefulness of information prepared by the Government that deals with programs and services targeted at First Nation or Métis people?

		Frequency	Percent	Valid Percent	Cumulative
Valid	No/not really	243	60.4	60.6	60.6
	Yes (record)	158	39.3	39.4	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

I just need to finish off by asking a few questions to make sure we are getting a representative sample of your community.

		Frequency	Percent	Valid Percent	Cumulative
Valid	Male	187	46.5	46.6	46.6
	Female	214	53.2	53.4	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

First of all, can you tell me in what year you were born?

		Frequency	Percent	Valid Percent	Cumulative
Valid	Record year	392	97.5	97.8	97.8
	Refused	9	2.2	2.2	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

		Frequency	Percent	Valid Percent	Cumulative
Valid	<25	51	12.7	12.7	12.7
	26 to 39	115	28.6	28.7	41.4
	40 to 55	142	35.3	35.4	76.8
	56 to 65	53	13.2	13.2	90.0
	65+	31	7.7	7.7	97.8
	Ref	9	2.2	2.2	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

Including yourself, how many persons live in your household?

		Frequency	Percent	Valid Percent	Cumulative
Valid	One	39	9.7	9.7	9.7
	Two	90	22.4	22.4	32.2
	Three	78	19.4	19.5	51.6
	Four	70	17.4	17.5	69.1
	Five	55	13.7	13.7	82.8
	Six or more	66	16.4	16.5	99.3
	Refused	3	0.7	0.7	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

How many of these would be 18 years of age or under?

		Frequency	Percent	Valid Percent	Cumulative
Valid	None	120	29.9	33.4	33.4
	One	66	16.4	18.4	51.8
	Two	77	19.2	21.4	73.3
	Three	56	13.9	15.6	88.9
	Four or more	40	10.0	11.1	100.0
	Total	359	89.3	100.0	
	-9,998.00	42	10.4		
	Total	43	10.7		
Total		402	100.0		

And how many of these would be under the age of 12 years?

		Frequency	Percent	Valid Percent	Cumulative
Valid	None	62	15.4	25.9	25.9
	One	77	19.2	32.2	58.2
	Two	52	12.9	21.8	79.9
	Three	26	6.5	10.9	90.8
	Four or more	20	5.0	8.4	99.2
	Refused	2	0.5	0.8	100.0
	Total	239	59.5	100.0	
	-9,998.00	162	40.3		
	Total	163	40.5		
Total		402	100.0		

Stop me when I come to the category that best describes your highest level of education...

		Frequency	Percent	Valid Percent	Cumulative
Valid	Grade school	37	9.2	9.2	9.2
	Some high school	106	26.4	26.4	35.7
	High school graduate	83	20.6	20.7	56.4
	Technical/trade	64	15.9	16.0	72.3
	Some university	61	15.2	15.2	87.5
	University degree	34	8.5	8.5	96.0
	Universitypostgrad	9	2.2	2.2	98.3
	Refused	7	1.7	1.7	100.0
Total		402	100.0		

Do you live in a...

		Frequency	Percent	Valid Percent	Cumulative
Valid	City	115	28.6	28.7	28.7
	Town or village	117	29.1	29.2	57.9
	On a reserve, or in a	133	33.1	33.2	91.0
	Rural/unincorporated	32	8.0	8.0	99.0
	DK/ref	4	1.0	1.0	100.0
Total		402	100.0		

gain, stop me when I get to the category that best describes the total annual income for your household for this year. Would it be...

		Frequency	Percent	Valid Percent	Cumulative
Valid	Less than $25,000	121	30.1	30.2	30.2
	$25,000 to $35,000	91	22.6	22.7	52.9
	$36,000 to $49,000	47	11.7	11.7	64.6
	$50,000 to $74,000	57	14.2	14.2	78.8
	$75,000 to $100,000, or	26	6.5	6.5	85.3
	More than $100,000?	14	3.5	3.5	88.8
	(Not sure/don't know)	19	4.7	4.7	93.5
	(refused)	26	6.5	6.5	100.0
	Total	401	99.8	100.0	
Total		402	100.0		

Department/Crown commissioning the work:

Agriculture and Food

Date:	**January, 2007**
Supplier:	ARCAS Strategic Management Regina
Cost:	$11,451.00

Saskatchewan Agriculture and Food

A Report on Saskatchewan Farmer's Attitudes and Opinions on Grain Marketing

By

ARCAS

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Project Background

- In January 2007, the Arcas Group conducted a public opinion survey for the Saskatchewan Department of Agriculture and Food. The purpose of this survey was to determine the attitudes and opinions of Saskatchewan farmers regarding grain marketing.

Response Rate

- A proportionately distributed province-wide sample of 608 Saskatchewan farmers were phone interviewed as a part of this research study. With this sample we can say with a 95% level of certainty that the overall results of the survey are within plus or minus 3.9% of what they would be if the entire farm population of Saskatchewan were surveyed.

Executive Summary

- ~92% of all farmers interviewed indicated that they themselves through a binding plebiscite, should make the decision about the future of the Canadian Wheat Board (CWB).
- 81.4% of all respondents indicated that any plebiscite on the CWB should be conducted on the basis of one producer one vote, while 18.3% indicated that votes should be proportional to their production or acreage.
- 58% of respondents were in favour of the continuation of the CWB's single desk marketing system while ~35% of all respondents supported a move to an open market system for wheat, durum or barley.
- ~71% of all respondents who initially supported a move to an open market system continued to support such a move even if it meant the end of the CWB.

Executive Summary

- 77% of respondents felt that they had enough information to respond to a plebiscite on the future of the CWB.
- ~41% of all respondents who felt they did not have enough information indicated that the CWB was most responsible for providing more information.
- ~56% of all respondents indicated that their decisions about the CWB were based on giving them an economic advantage while 38.5% indicated that their decision was based on marketing choice.
- More than half, 57.9% of all respondents indicated that a dual market was possible, where both CWB and an open market could both exist while 40.6% did not agree with this statement.

Executive Summary

- ~53% of all respondents indicated that they wished to maintain the ability to market all barley, both malting and food, with the continuing exception of feed barley sold domestically, through the CWB single desk system.
- ~61% of all respondents indicated that they wished to maintain the ability to market all wheat, with the continuing exception of feed wheat sold domestically, through the CWB single desk system.
- 18.3% of all respondents indicated that the Federal government best represented their views on the CWB. Note: as respondents could indicate more than one choice which best represented their views the total percentage across all choices exceeds 100.

Methodology

- Survey instrument was designed by Arcas Group Inc. in conjunction with the Department of Agriculture and Food.
- During the period January 23, to February 1, 2007, 608 completed interviews were conducted by telephone survey. Interviews were administered randomly.
- The telephone interviews were conducted utilizing computer assisted telephone interviewing and data collection methods with trained, telephone interviewers and validated by on-site supervisors.
- The survey was designed to allow for analysis of the entire sample and also of various subsets. Cross tabulation analysis was also conducted utilizing various information provided by the respondents.

Methodology-Sample Strategy

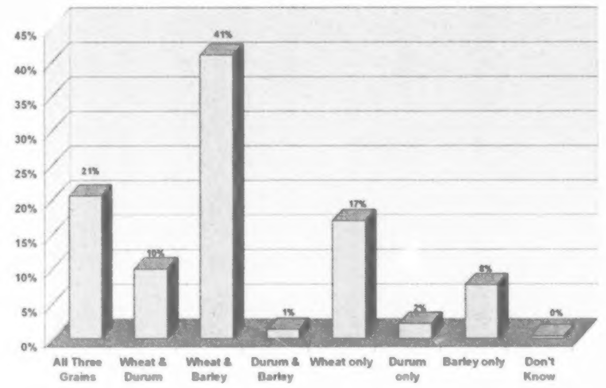
- The margin of error for the entire province wide sample with 608 completed surveys is ~3.9% at the 95% level of confidence, meaning that in 95 out of 100 cases, the responses indicated will be within +/- 3.9% of the responses if the entire universe were interviewed.
- The margin of error for analysis of any sub-samples will be greater.

Please Note:

- As with all survey research, when reviewing these data, care must be taken to draw inferences only to the universe sampled.
- It is important to note that the very nature of survey research is such that respondent's opinions and attitudes, while statistically valid within the margin of error, are measured at a particular point in time. As a respondent's information, knowledge, and field of reference change, so too may the respondent's opinions and attitudes regarding the subjects and areas tested. It is, therefore, useful and valuable to undertake future comparative measurements to get a more complete longitudinal picture of the sample universe and gain a more in depth understanding of opinions and attitudes.
- All interviews were inspected and the data entered to allow for computerized statistical analysis, graphics and table production.

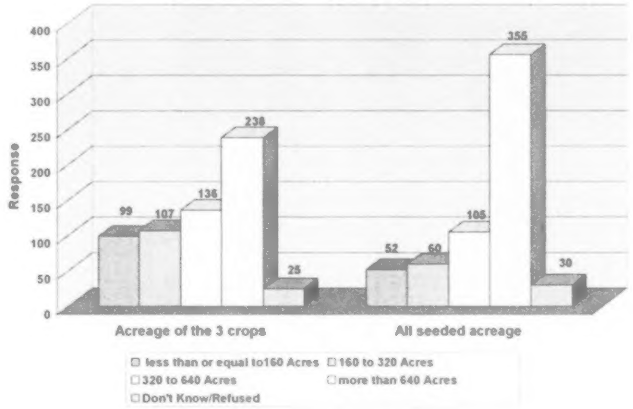
Research Findings

Q02. Have you produced the following crops at any time between 2003 and 2006?

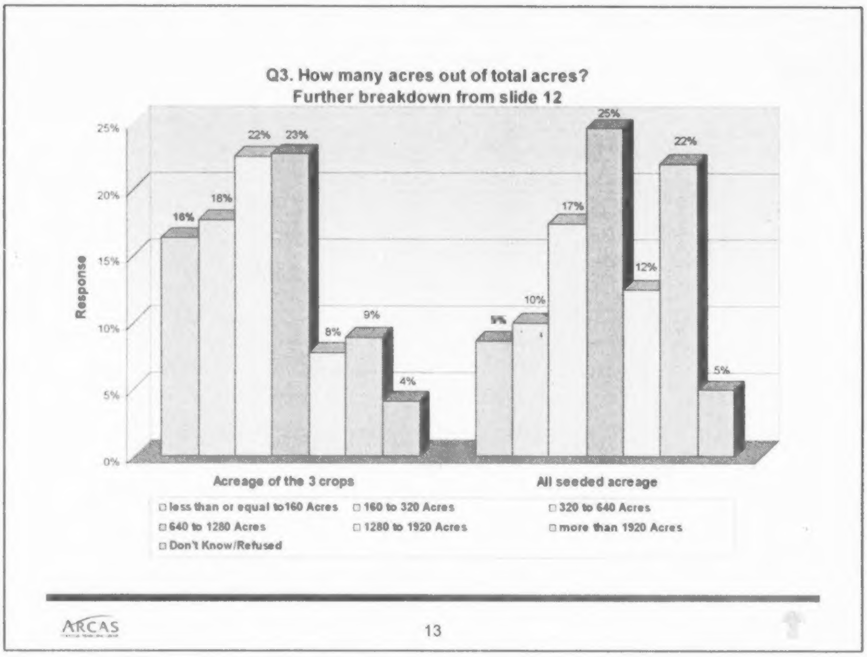


41% of all respondents produced wheat and barley between the years of 2003-06. 17% grew wheat only while 8% grew barley only. 21% of all respondents grew all three crops.

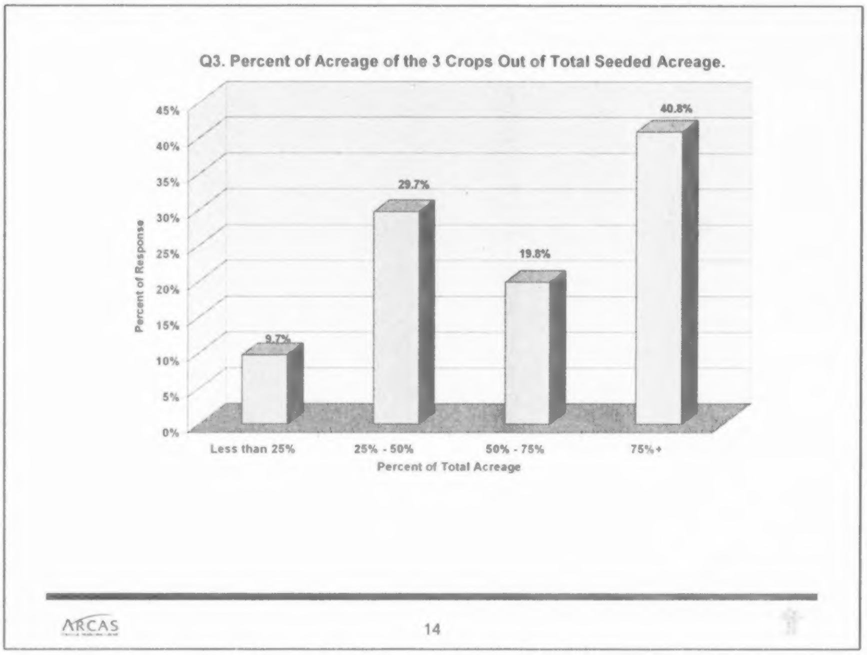
Q3. How many acres out of total acres?



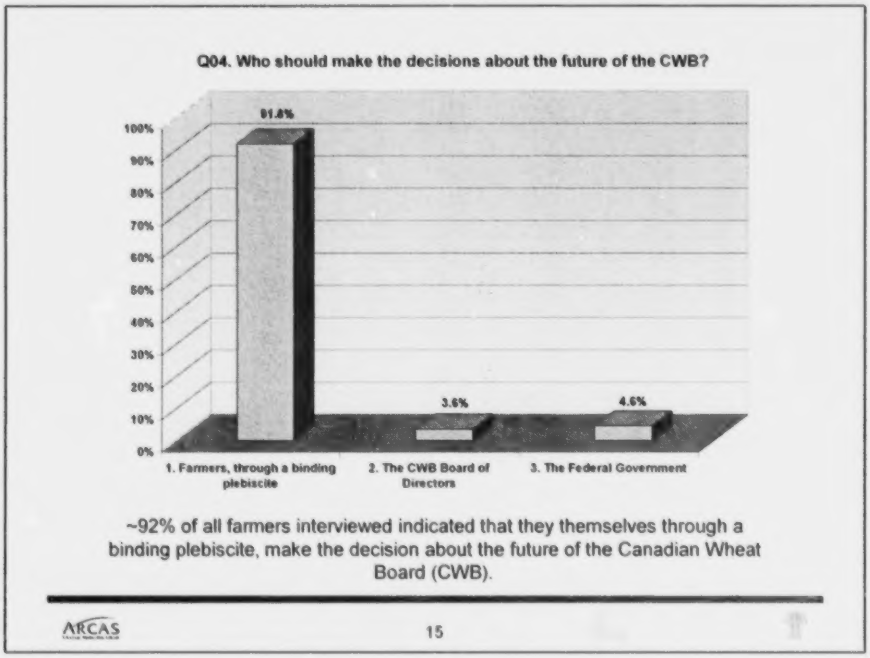
238 or 39% off all respondents had acreage of more than 640 acres of the three main crops: wheat, durum and barley. 59% of all farmers surveyed indicated that they seeded more than 640 acres of all crops.



Q3. How many acres out of total acres?
Further breakdown from slide 12

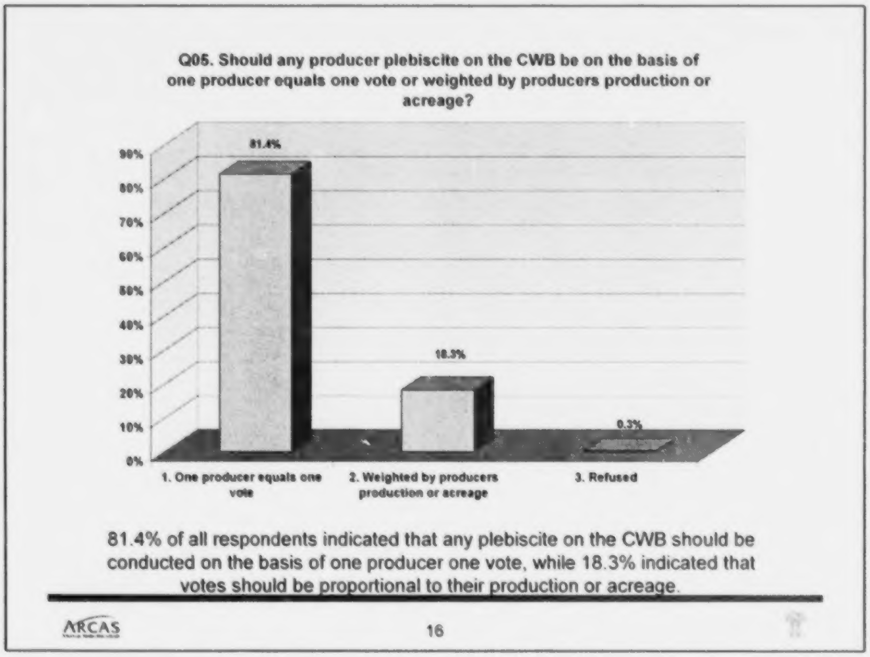


Q3. Percent of Acreage of the 3 Crops Out of Total Seeded Acreage.



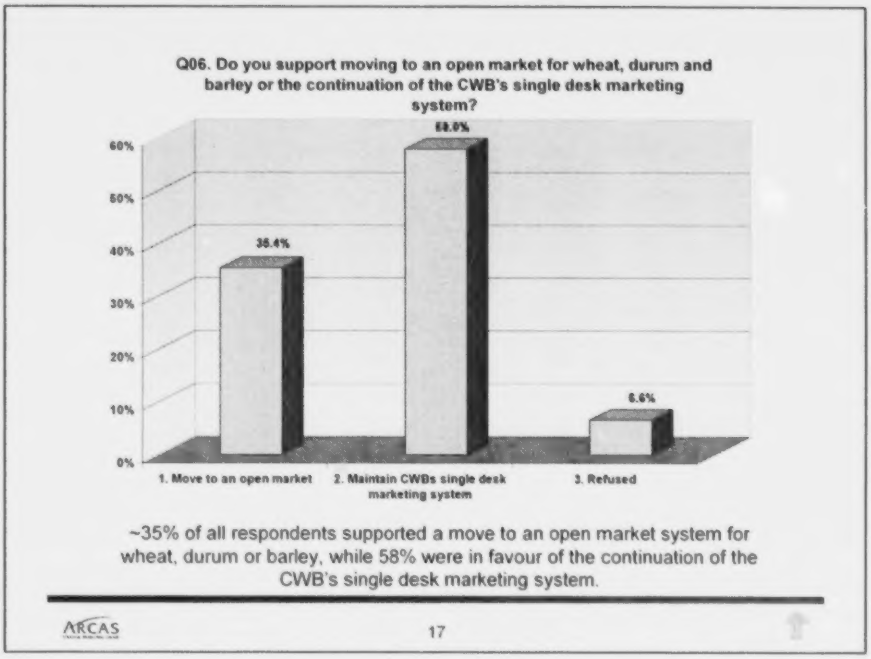
Q04. Who should make the decisions about the future of the CWB?

~92% of all farmers interviewed indicated that they themselves through a binding plebiscite, make the decision about the future of the Canadian Wheat Board (CWB).



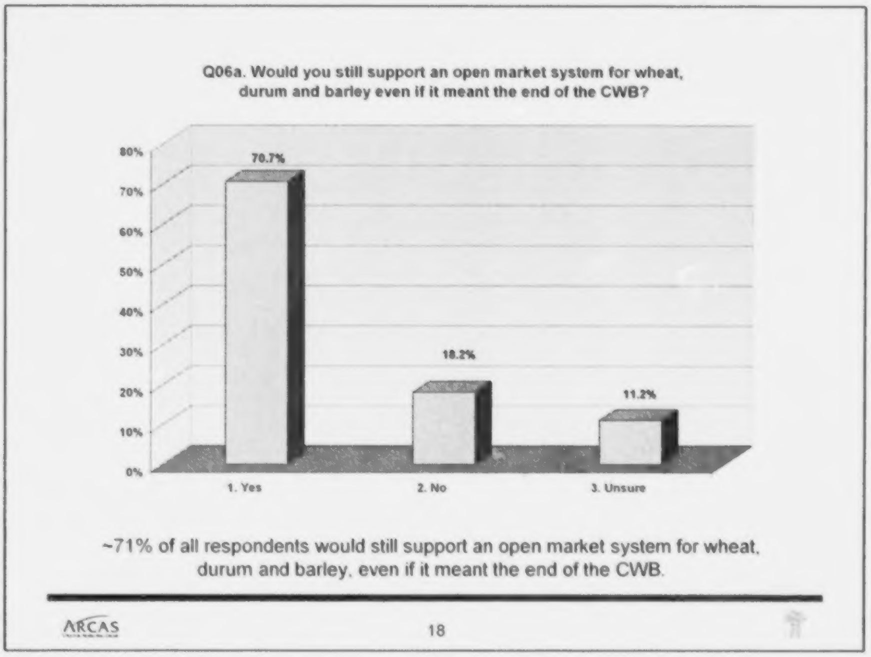
Q05. Should any producer plebiscite on the CWB be on the basis of one producer equals one vote or weighted by producers production or acreage?

81.4% of all respondents indicated that any plebiscite on the CWB should be conducted on the basis of one producer one vote, while 18.3% indicated that votes should be proportional to their production or acreage.



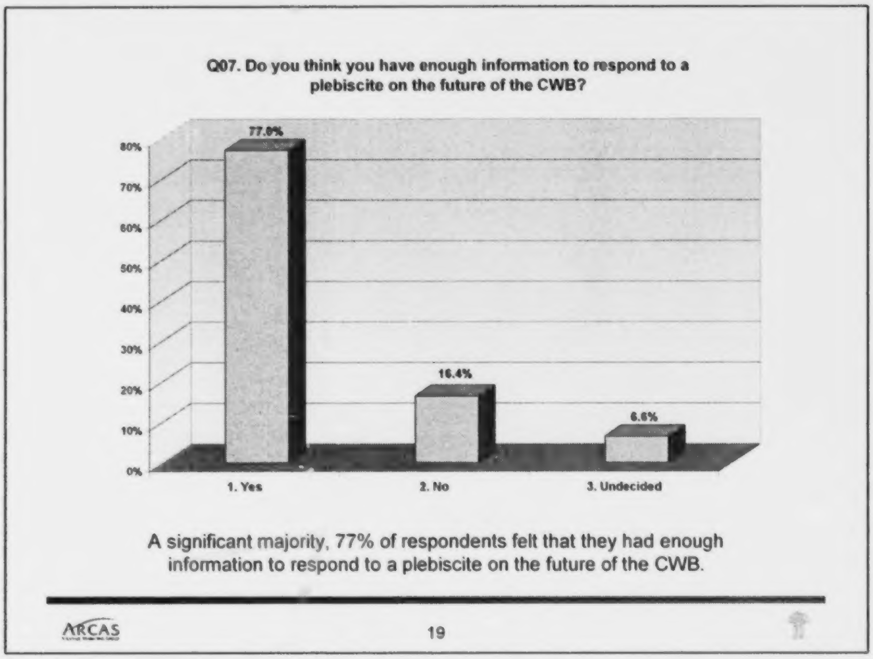
Q06. Do you support moving to an open market for wheat, durum and barley or the continuation of the CWB's single desk marketing system?

~35% of all respondents supported a move to an open market system for wheat, durum or barley, while 58% were in favour of the continuation of the CWB's single desk marketing system.



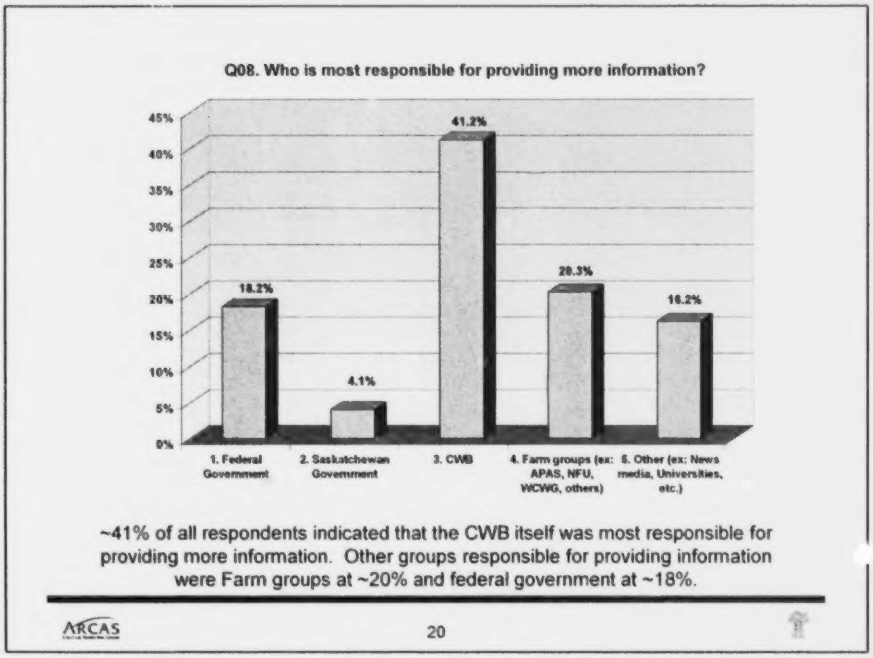
Q06a. Would you still support an open market system for wheat, durum and barley even if it meant the end of the CWB?

~71% of all respondents would still support an open market system for wheat, durum and barley, even if it meant the end of the CWB.



Q07. Do you think you have enough information to respond to a plebiscite on the future of the CWB?

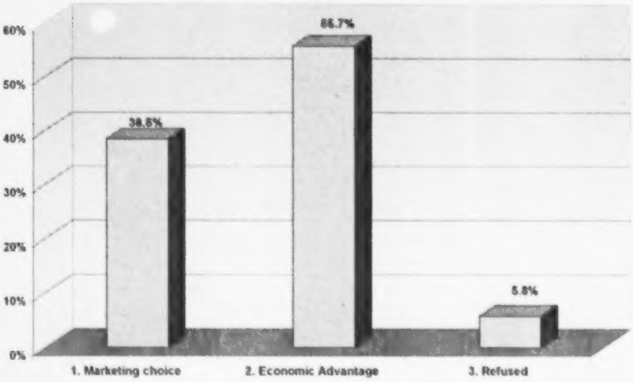
A significant majority, 77% of respondents felt that they had enough information to respond to a plebiscite on the future of the CWB.



Q08. Who is most responsible for providing more information?

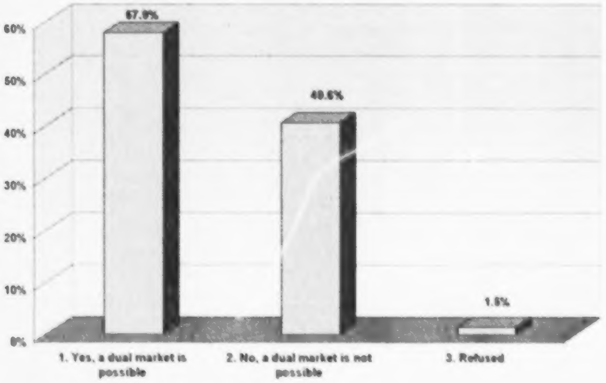
~41% of all respondents indicated that the CWB itself was most responsible for providing more information. Other groups responsible for providing information were Farm groups at ~20% and federal government at ~18%.

Q09. Are your decisions about the CWB based on marketing choice issues or on whether the CWB gives an economic advantage to Prairie farmers?

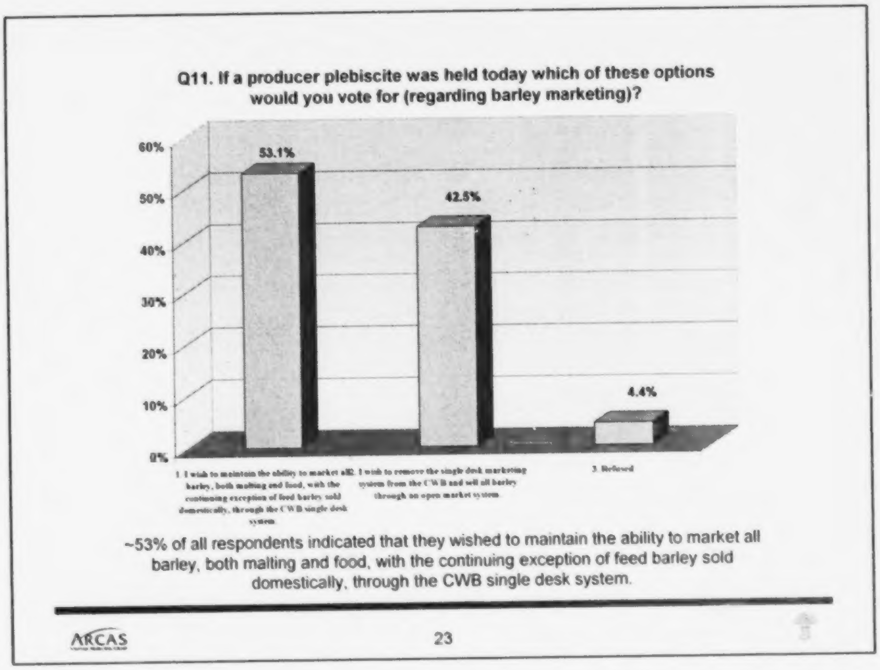


~56% of all respondents indicated that their decisions about the CWB were based on giving them an economic advantage while 38.5% indicated that their decision was based on marketing choice.

Q10. In your opinion is a dual market possible, that is, where we have both a CWB and an open market for wheat, durum and barley?



More than half, 57.9% of all respondents indicated that a dual market was possible, where both CWB and an open market could both exist while 40.6% did not agree with this statement.



Q11. If a producer plebiscite was held today which of these options would you vote for (regarding barley marketing)?

~53% of all respondents indicated that they wished to maintain the ability to market all barley, both malting and food, with the continuing exception of feed barley sold domestically, through the CWB single desk system.

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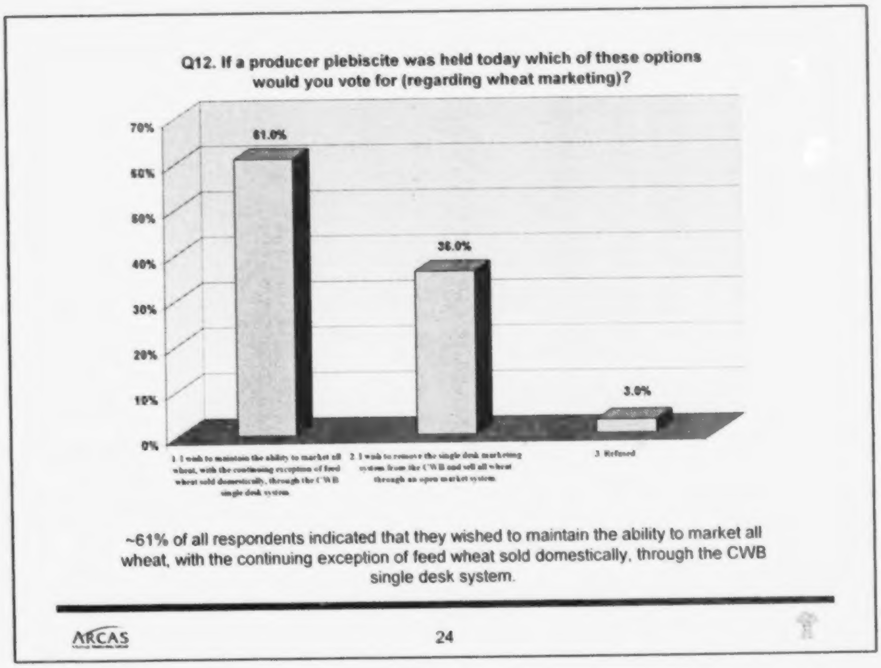

Q12. If a producer plebiscite was held today which of these options would you vote for (regarding wheat marketing)?

~61% of all respondents indicated that they wished to maintain the ability to market all wheat, with the continuing exception of feed wheat sold domestically, through the CWB single desk system.

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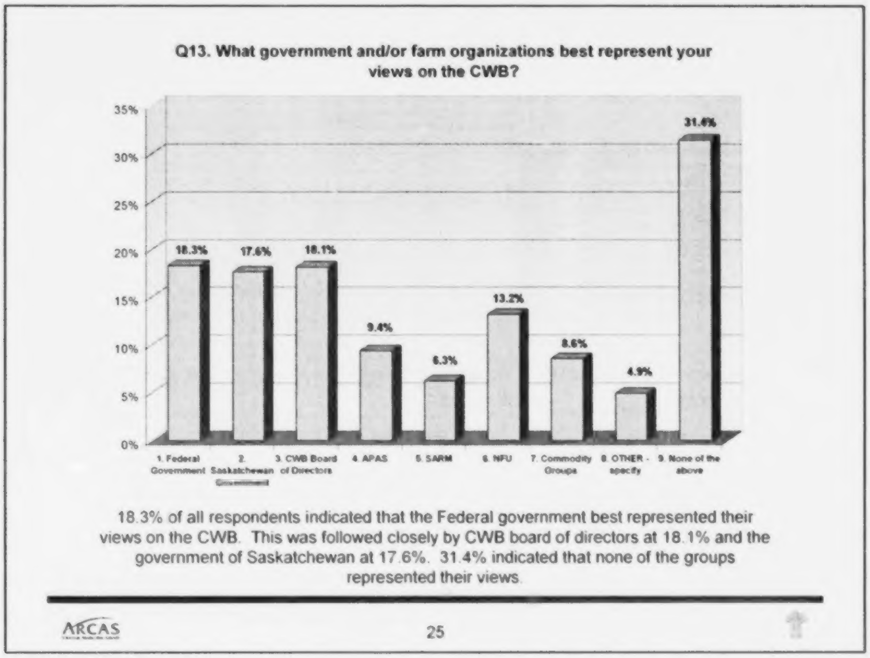

Q13. What government and/or farm organizations best represent your views on the CWB?

18.3% of all respondents indicated that the Federal government best represented their views on the CWB. This was followed closely by CWB board of directors at 18.1% and the government of Saskatchewan at 17.6%. 31.4% indicated that none of the groups represented their views.

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APPENDICES

Tables

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Q02. Have you produced the following crops at any time between 2003 and 2006?

	Response	Percent
All Three Grains	125	20.6%
Wheat & Durum	61	10.0%
Wheat & Barley	249	41.0%
Durum & Barley	8	1.3%
Wheat only	103	16.9%
Durum only	13	2.1%
Barley only	47	7.7%
Don't Know	2	0.3%
	608	

Q03. How many acres out of total acres?* acreage of the 3 crops; all seeded acreage

_________acres ___________total acres

	Acreage of the 3 crops	All seeded acreage
Less than or equal to160 Acres	99	52
160 to 320 Acres	107	60
320 to 640 Acres	136	105
More than 640 Acres	238	355
Don't Know/Refused	25	30
	605	602

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Q03. How many acres out of total acres?* acreage of the 3 crops; all seeded acreage

_________acres ___________total acres

Acreage of the 3 crops	Response	Percent
less than or equal to160 Acres	99	16.4%
160 to 320 Acres	107	17.7%
320 to 640 Acres	136	22.5%
640 to 1280 Acres	137	22.6%
1280 to 1920 Acres	47	7.8%
more than 1920 Acres	54	8.9%
Don't Know/Refused	25	4.1%
Total	605	100.0%

All seeded acreage	Response	Percent
less than or equal to160 Acres	52	8.6%
160 to 320 Acres	60	10.0%
320 to 640 Acres	105	17.4%
640 to 1280 Acres	148	24.6%
1280 to 1920 Acres	75	12.5%
more than 1920 Acres	132	21.9%
Don't Know/Refused	30	5.0%
Total	602	100.0%

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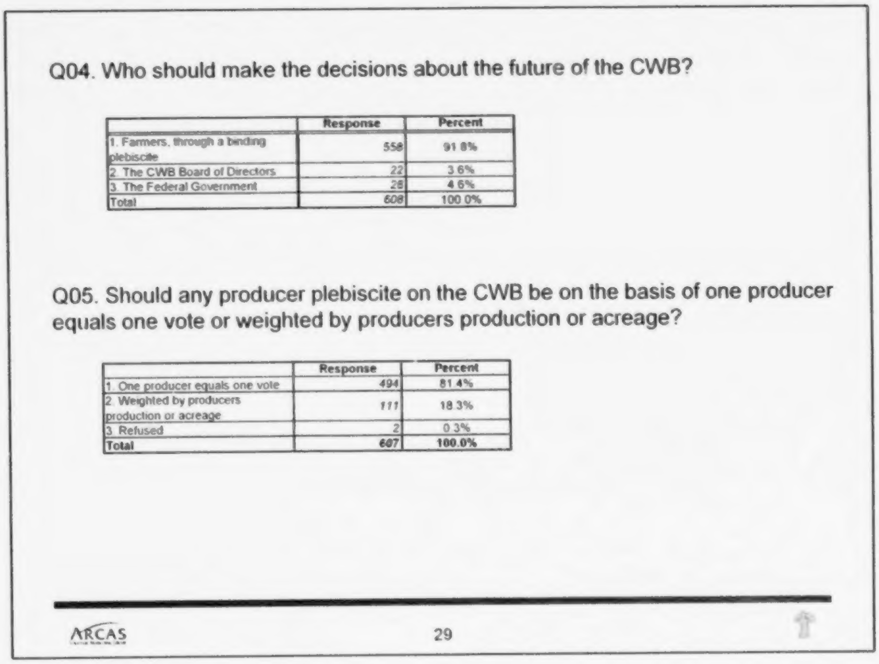
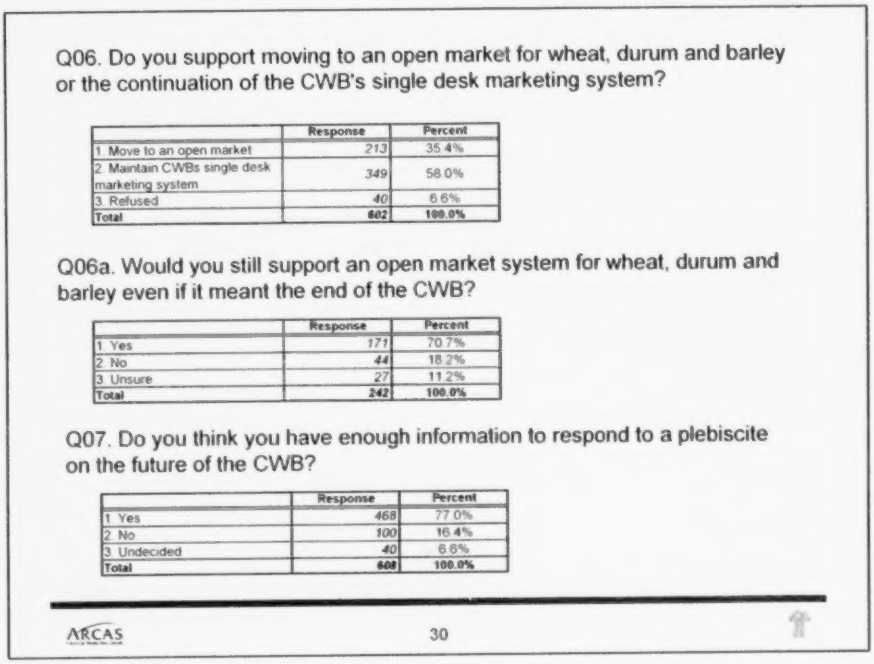


Q04. Who should make the decisions about the future of the CWB?

	Response	Percent
1. Farmers, through a binding plebiscite	558	91.8%
2. The CWB Board of Directors	22	3.6%
3. The Federal Government	28	4.6%
Total	608	100.0%

Q05. Should any producer plebiscite on the CWB be on the basis of one producer equals one vote or weighted by producers production or acreage?

	Response	Percent
1. One producer equals one vote	494	81.4%
2. Weighted by producers production or acreage	111	18.3%
3. Refused	2	0.3%
Total	**607**	**100.0%**



Q06. Do you support moving to an open market for wheat, durum and barley or the continuation of the CWB's single desk marketing system?

	Response	Percent
1. Move to an open market	213	35.4%
2. Maintain CWBs single desk marketing system	349	58.0%
3. Refused	40	6.6%
Total	**602**	**100.0%**

Q06a. Would you still support an open market system for wheat, durum and barley even if it meant the end of the CWB?

	Response	Percent
1. Yes	171	70.7%
2. No	44	18.2%
3. Unsure	27	11.2%
Total	**242**	**100.0%**

Q07. Do you think you have enough information to respond to a plebiscite on the future of the CWB?

	Response	Percent
1. Yes	468	77.0%
2. No	100	16.4%
3. Undecided	40	6.6%
Total	**608**	**100.0%**

Q08. Who is most responsible for providing more information?

	Response	Percent
1. Federal Government	27	18.2%
2. Saskatchewan Government	6	4.1%
3. CWB	61	41.2%
4. Farm groups (ex: APAS, NFU, WCWG, others)	30	20.3%
5. Other (ex: News media, Universities, etc.)	24	16.2%
Total	**148**	**100.0%**

Q09. Are your decisions about the CWB based on marketing choice issues or on whether the CWB gives an economic advantage to Prairie farmers?

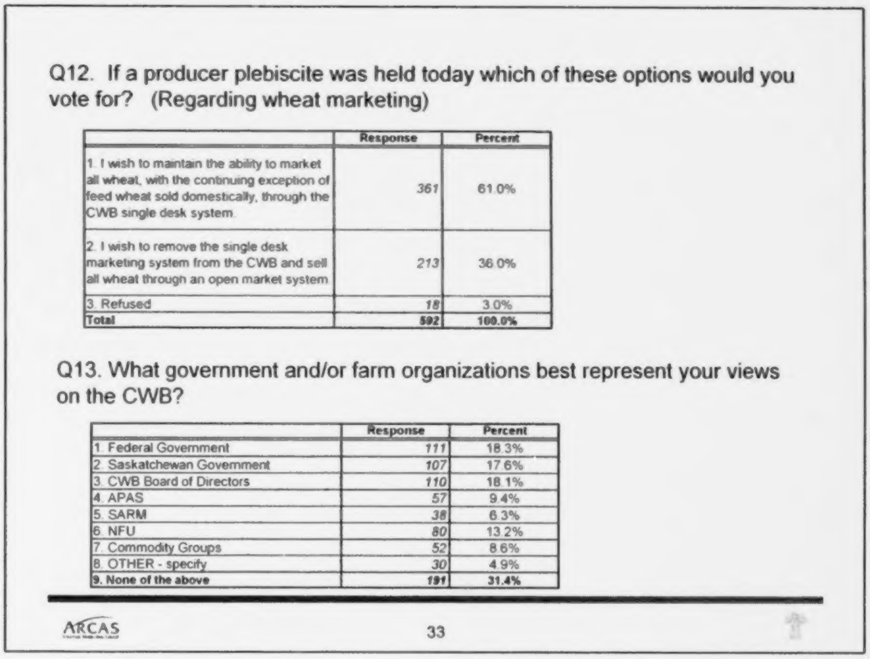
	Response	Percent
1. Marketing choice	232	38.5%
2. Economic Advantage	336	55.7%
3. Refused	35	5.8%
Total	**603**	**100.0%**

Q10. In your opinion is a dual market possible, that is, where we have both a CWB and an open market for wheat, durum and barley?

	Response	Percent
1. Yes, a dual market is possible	352	57.9%
2. No, a dual market is not possible	247	40.6%
3. Refused	9	1.5%
Total	**608**	**100.0%**

Q11. If a producer plebiscite was held today which of these options would you vote for? (Regarding barley marketing)

	Response	Percent
1. I wish to maintain the ability to market all barley, both malting and food, with the continuing exception of feed barley sold domestically, through the CWB single desk system.	316	53.1%
2. I wish to remove the single desk marketing system from the CWB and sell all barley through an open market system.	253	42.5%
3. Refused	26	4.4%
Total	**595**	**100.0%**



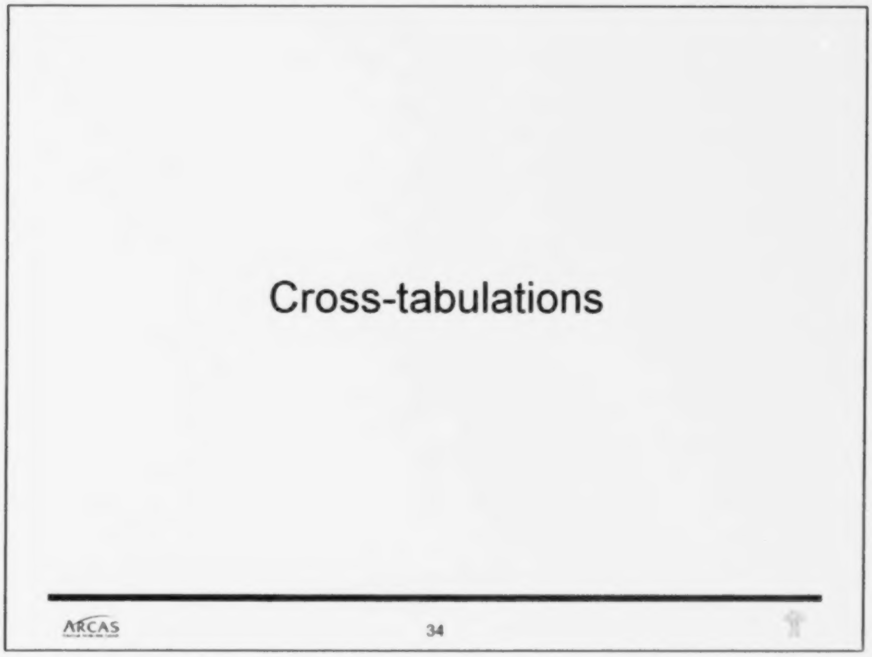
Q12. If a producer plebiscite was held today which of these options would you vote for? (Regarding wheat marketing)

	Response	Percent
1. I wish to maintain the ability to market all wheat, with the continuing exception of feed wheat sold domestically, through the CWB single desk system.	*361*	61.0%
2. I wish to remove the single desk marketing system from the CWB and sell all wheat through an open market system	*213*	36.0%
3. Refused	*18*	3.0%
Total	***592***	**100.0%**

Q13. What government and/or farm organizations best represent your views on the CWB?

	Response	Percent
1. Federal Government	*111*	18.3%
2. Saskatchewan Government	*107*	17.6%
3. CWB Board of Directors	*110*	18.1%
4. APAS	*57*	9.4%
5. SARM	*38*	6.3%
6. NFU	*80*	13.2%
7. Commodity Groups	*52*	8.6%
8. OTHER - specify	*30*	4.9%
9. None of the above	***191***	**31.4%**

ARCAS



Cross-tabulations

ARCAS

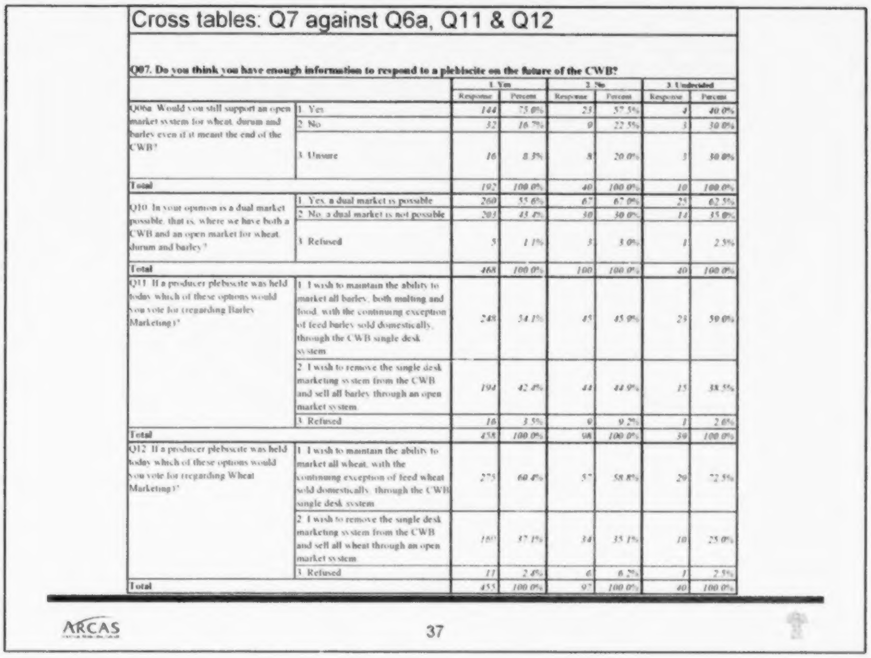
Cross tables: Q6 against Q7, Q9, Q10 & Q13

Q06. Do you support moving to an open market for wheat, durum and barley or the continuation of the CWB's single desk marketing system?

		1. Move to an open market		**2. Maintain CWBs single desk marketing**		**3. Refused**	
		Response	Percent	Response	Percent	Response	Percent
Q07. Do you think you have enough information to respond to a plebiscite on the future of the CWB?	1. Yes	*171*	*80.3%*	*272*	*77.9%*	*21*	*52.5%*
	2. No	*32*	*15.0%*	*51*	*14.6%*	*15*	*37.5%*
	3. Undecided	*10*	*4.7%*	*26*	*7.4%*	*4*	*10.0%*
Total		*213*	*100.0%*	*349*	*100.0%*	*40*	*100.0%*
Q09. Are your decisions about the CWB based on marketing choice issues or on whether the CWB gives an economic advantage to Prairie farmers?	1. Marketing choice	*145*	*68.1%*	*67*	*19.4%*	*15*	*37.5%*
	2. Economic Advantage	*57*	*26.8%*	*262*	*75.9%*	*17*	*42.5%*
	3. Refused	*11*	*5.2%*	*16*	*4.6%*	*8*	*20.0%*
Total		*213*	*100.0%*	*345*	*100.0%*	*40*	*100.0%*
Q10. In your opinion is a dual market possible, that is, where we have both a CWB and an open market for wheat, durum and barley?	1. Yes, a dual market is possible	*187*	*87.8%*	*125*	*35.8%*	*34*	*85.0%*
	2. No, a dual market is not	*24*	*11.3%*	*218*	*62.5%*	*5*	*12.5%*
	3. Refused	*2*	*0.9%*	*6*	*1.7%*	*1*	*2.5%*
Total		*213*	*100.0%*	*349*	*100.0%*	*40*	*100.0%*

Q06. Do you support moving to an open market for wheat, durum and barley or the continuation of the CWB's single desk marketing system?

	1. Move to an open market		**2. Maintain CWBs single desk marketing system**		**3. Refused**	
	Response	Percent	Response	Percent	Response	Percent
Q13_1. Federal Government	*67*	*31.5%*	*32*	*9.2%*	*11*	*27.5%*
Q13_2. Saskatchewan Government	*19*	*8.9%*	*85*	*24.4%*	*3*	*7.5%*
Q13_3. CWB Board of Directors	*8*	*3.8%*	*99*	*28.4%*	*3*	*7.5%*
Q13_4. APAS	*14*	*6.6%*	*37*	*10.6%*	*5*	*12.5%*
Q13_5. SARM	*12*	*5.6%*	*22*	*6.3%*	*3*	*7.5%*
Q13_6. NFU	*5*	*2.3%*	*72*	*20.6%*	*2*	*5.0%*
Q13_7. Commodity Groups	*27*	*12.7%*	*21*	*6.0%*	*4*	*10.0%*
Q13_8. OTHER - specify	*14*	*6.6%*	*15*	*4.3%*	*0*	*0.0%*
Q13_9. None of the above	*78*	*36.6%*	*92*	*26.4%*	*19*	*47.5%*



Cross tables: Q7 against Q6a, Q11 & Q12

Q07. Do you think you have enough information to respond to a plebiscite on the future of the CWB?

		1. Yes		2. No		3. Undecided	
		Response	Percent	Response	Percent	Response	Percent
Q06a. Would you still support an open market system for wheat, durum and barley even if it meant the end of the CWB?	1. Yes	144	75.0%	23	57.5%	4	40.0%
	2. No	32	16.7%	9	22.5%	3	30.0%
	3. Unsure	16	8.3%	8	20.0%	3	30.0%
Total		192	100.0%	40	100.0%	10	100.0%
Q10. In your opinion is a dual market possible, that is, where we have both a CWB and an open market for wheat, durum and barley?	1. Yes, a dual market is possible	260	55.6%	67	67.0%	25	62.5%
	2. No, a dual market is not possible	203	43.4%	30	30.0%	14	35.0%
	3. Refused	5	1.1%	3	3.0%	1	2.5%
Total		468	100.0%	100	100.0%	40	100.0%
Q11. If a producer plebiscite was held today which of these options would you vote for (regarding Barley Marketing)?	1. I wish to maintain the ability to market all barley, both malting and food, with the continuing exception of feed barley sold domestically, through the CWB single desk system	248	54.1%	45	45.9%	23	59.0%
	2. I wish to remove the single desk marketing system from the CWB and sell all barley through an open market system	194	42.4%	44	44.9%	15	38.5%
	3. Refused	16	3.5%	9	9.2%	1	2.6%
Total		458	100.0%	98	100.0%	39	100.0%
Q12. If a producer plebiscite was held today which of these options would you vote for (regarding Wheat Marketing)?	1. I wish to maintain the ability to market all wheat, with the continuing exception of feed wheat sold domestically, through the CWB single desk system	275	60.4%	57	58.8%	29	72.5%
	2. I wish to remove the single desk marketing system from the CWB and sell all wheat through an open market system	169	37.1%	34	35.1%	10	25.0%
	3. Refused	11	2.4%	6	6.2%	1	2.5%
Total		455	100.0%	97	100.0%	40	100.0%

ARCAS

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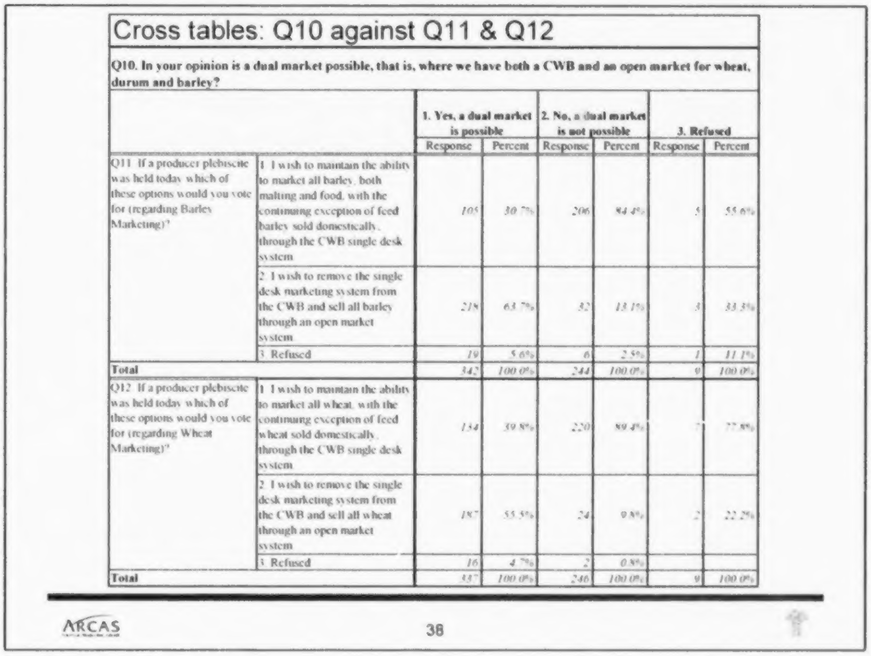

Cross tables: Q10 against Q11 & Q12

Q10. In your opinion is a dual market possible, that is, where we have both a CWB and an open market for wheat, durum and barley?

		1. Yes, a dual market is possible		2. No, a dual market is not possible		3. Refused	
		Response	Percent	Response	Percent	Response	Percent
Q11. If a producer plebiscite was held today which of these options would you vote for (regarding Barley Marketing)?	1. I wish to maintain the ability to market all barley, both malting and food, with the continuing exception of feed barley sold domestically, through the CWB single desk system	105	30.7%	206	84.4%	5	55.6%
	2. I wish to remove the single desk marketing system from the CWB and sell all barley through an open market system	218	63.7%	32	13.1%	3	33.3%
	3. Refused	19	5.6%	6	2.5%	1	11.1%
Total		342	100.0%	244	100.0%	9	100.0%
Q12. If a producer plebiscite was held today which of these options would you vote for (regarding Wheat Marketing)?	1. I wish to maintain the ability to market all wheat, with the continuing exception of feed wheat sold domestically, through the CWB single desk system	134	39.8%	220	89.4%	7	77.8%
	2. I wish to remove the single desk marketing system from the CWB and sell all wheat through an open market system	187	55.5%	24	9.8%	2	22.2%
	3. Refused	16	4.7%	2	0.8%		
Total		337	100.0%	246	100.0%	9	100.0%

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Cross tables: Q3 against Q6

Q3: On average how many acres out of total acres are seeded to these crops?

Acreage of the 3 crops

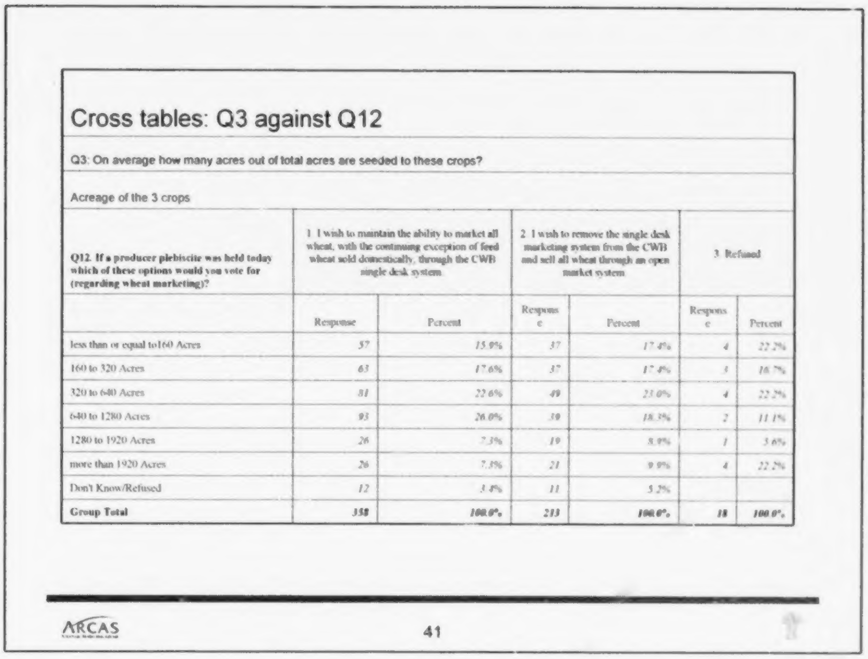
Q06. Do you support moving to an open market for wheat, durum and barley or the continuation of the CWB's single desk marketing system?	1. Move to an open market		2. Maintain CWBs single desk marketing system		3. Refused	
	Response	Percent	Response	Percent	Response	Percent
less than or equal to160 Acres	*34*	*16.0%*	*62*	*17.9%*	*3*	*7.5%*
160 to 320 Acres	*33*	*15.6%*	*62*	*17.9%*	*12*	*30.0%*
320 to 640 Acres	*48*	*22.6%*	*75*	*21.6%*	*10*	*25.0%*
640 to 1280 Acres	*48*	*22.6%*	*84*	*24.2%*	*5*	*12.5%*
1280 to 1920 Acres	*17*	*8.0%*	*24*	*6.9%*	*5*	*12.5%*
more than 1920 Acres	*22*	*10.4%*	*28*	*8.1%*	*2*	*5.0%*
Don't Know/Refused	*10*	*4.7%*	*12*	*3.5%*	*3*	*7.5%*
Group Total	***212***	***100.0%***	***347***	***100.0%***	***40***	***100.0%***

Cross tables: Q3 against Q11

Q3: On average how many acres out of total acres are seeded to these crops?

Acreage of the 3 crops

Q11. If a producer plebiscite was held today which of these options would you vote for (regarding Barley Marketing)?	1. I wish to maintain the ability to market all barley, both malting and food, with the continuing exception of feed barley sold domestically, through the CWB single desk system		2. I wish to remove the single desk marketing system from the CWB and sell all barley through an open market system		3. Refused	
	Response	Percent	Response	Percent	Response	Percent
less than or equal to160 Acres	*51*	*16.3%*	*42*	*16.6%*	*4*	*15.4%*
160 to 320 Acres	*59*	*18.8%*	*39*	*15.4%*	*6*	*23.1%*
320 to 640 Acres	*70*	*22.4%*	*59*	*23.3%*	*6*	*23.1%*
640 to 1280 Acres	*76*	*24.3%*	*52*	*20.6%*	*5*	*19.2%*
1280 to 1920 Acres	*22*	*7.0%*	*23*	*9.1%*	*1*	*3.8%*
more than 1920 Acres	*23*	*7.3%*	*27*	*10.7%*	*3*	*11.5%*
Don't Know/Refused	*12*	*3.8%*	*11*	*4.3%*	*1*	*3.8%*
Group Total	***313***	***100.0%***	***253***	***100.0%***	***26***	***100.0%***



Cross tables: Q3 against Q12

Q3: On average how many acres out of total acres are seeded to these crops?

Acreage of the 3 crops

Q12. If a producer plebiscite was held today which of these options would you vote for (regarding wheat marketing)?	1. I wish to maintain the ability to market all wheat, with the continuing exception of feed wheat sold domestically, through the CWB single desk system		2. I wish to remove the single desk marketing system from the CWB and sell all wheat through an open market system		3. Refused	
	Response	Percent	Response	Percent	Response	Percent
less than or equal to160 Acres	57	15.9%	37	17.4%	4	22.2%
160 to 320 Acres	63	17.6%	37	17.4%	3	16.7%
320 to 640 Acres	81	22.6%	49	23.0%	4	22.2%
640 to 1280 Acres	93	26.0%	39	18.3%	2	11.1%
1280 to 1920 Acres	26	7.3%	19	8.9%	1	5.6%
more than 1920 Acres	26	7.3%	21	9.9%	4	22.2%
Don't Know/Refused	12	3.4%	11	5.2%		
Group Total	**358**	**100.0%**	**213**	**100.0%**	**18**	**100.0%**

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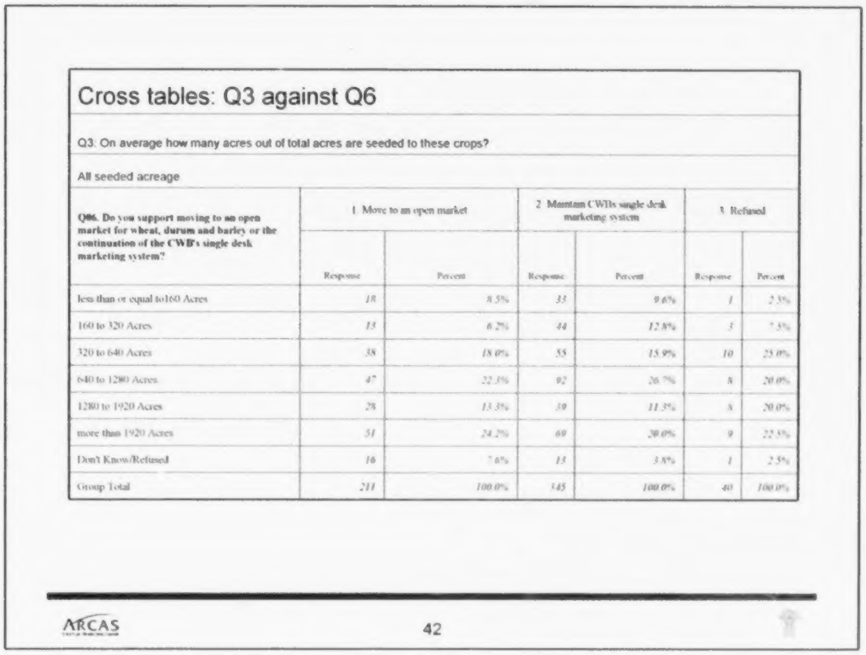


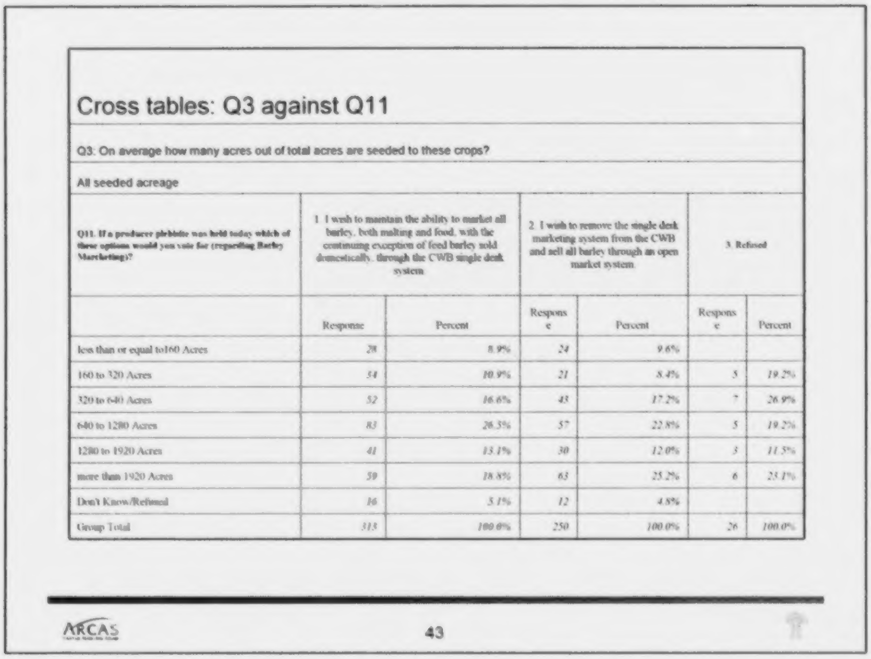
Cross tables: Q3 against Q6

Q3: On average how many acres out of total acres are seeded to these crops?

All seeded acreage

Q06. Do you support moving to an open market for wheat, durum and barley or the continuation of the CWB's single desk marketing system?	1. Move to an open market		2. Maintain CWB's single desk marketing system		3. Refused	
	Response	Percent	Response	Percent	Response	Percent
less than or equal to160 Acres	18	8.5%	33	9.6%	1	2.5%
160 to 320 Acres	13	6.2%	44	12.8%	3	7.5%
320 to 640 Acres	38	18.0%	55	15.9%	10	25.0%
640 to 1280 Acres	47	22.3%	92	26.7%	8	20.0%
1280 to 1920 Acres	28	13.3%	39	11.3%	8	20.0%
more than 1920 Acres	51	24.2%	69	20.0%	9	22.5%
Don't Know/Refused	16	7.6%	13	3.8%	1	2.5%
Group Total	211	100.0%	345	100.0%	40	100.0%

ARCAS



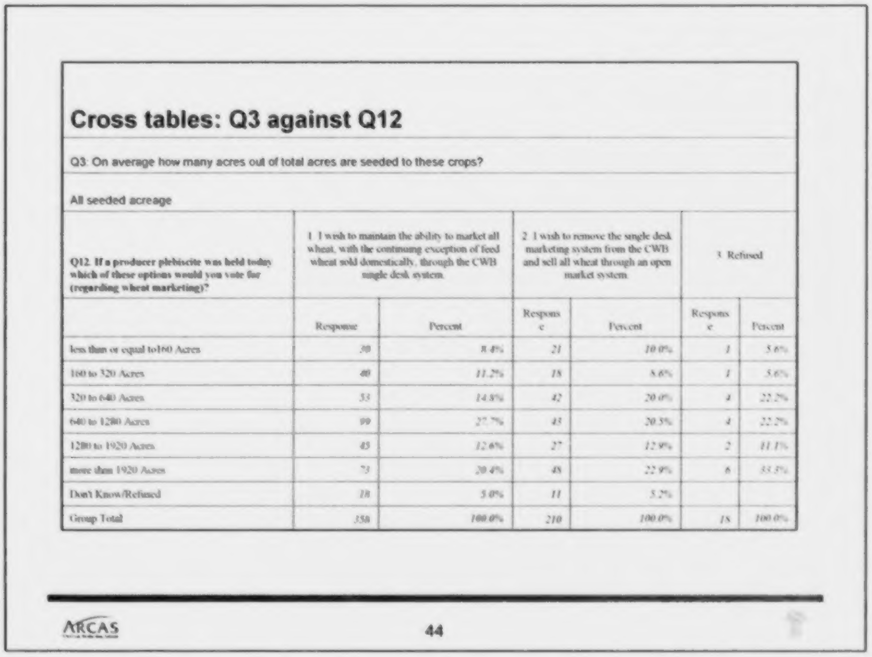
Cross tables: Q3 against Q11

Q3: On average how many acres out of total acres are seeded to these crops?

All seeded acreage

Q11. If a producer plebiscite was held today which of these options would you vote for (regarding Barley Marketing)?	1. I wish to maintain the ability to market all barley, both malting and food, with the continuing exception of feed barley sold domestically, through the CWB single desk system		2. I wish to remove the single desk marketing system from the CWB and sell all barley through an open market system		3. Refused	
	Response	Percent	Response	Percent	Response	Percent
less than or equal to160 Acres	28	8.9%	24	9.6%		
160 to 320 Acres	34	10.9%	21	8.4%	5	19.2%
320 to 640 Acres	52	16.6%	43	17.2%	7	26.9%
640 to 1280 Acres	83	26.5%	57	22.8%	5	19.2%
1280 to 1920 Acres	41	13.1%	30	12.0%	3	11.5%
more than 1920 Acres	59	18.8%	63	25.2%	6	23.1%
Don't Know/Refused	16	5.1%	12	4.8%		
Group Total	313	100.0%	250	100.0%	26	100.0%

ARCAS



Cross tables: Q3 against Q12

Q3: On average how many acres out of total acres are seeded to these crops?

All seeded acreage

Q12. If a producer plebiscite was held today which of these options would you vote for (regarding wheat marketing)?	1. I wish to maintain the ability to market all wheat, with the continuing exception of feed wheat sold domestically, through the CWB single desk system		2. I wish to remove the single desk marketing system from the CWB and sell all wheat through an open market system		3. Refused	
	Response	Percent	Response	Percent	Response	Percent
less than or equal to160 Acres	30	8.4%	21	10.0%	1	5.6%
160 to 320 Acres	40	11.2%	18	8.6%	1	5.6%
320 to 640 Acres	53	14.8%	42	20.0%	4	22.2%
640 to 1280 Acres	99	27.7%	43	20.5%	4	22.2%
1280 to 1920 Acres	45	12.6%	27	12.9%	2	11.1%
more than 1920 Acres	73	20.4%	48	22.9%	6	33.3%
Don't Know/Refused	18	5.0%	11	5.2%		
Group Total	358	100.0%	210	100.0%	18	100.0%

ARCAS